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# 1992 Yearbook

The Pennsylvania  
Horticultural Society





PHS Council member Walt Fisher, volunteer exemplar, is as comfortable digging and planting City Hall's good earth as he is with his duties on the Society's Capital Improvement Committee. Fisher has won many awards for his outstanding bulb exhibits at the Philadelphia Flower Show and generously shares his expertise with Show exhibitors and with entrants in the City Gardens Contest, in his role as a judge.



# **The Pennsylvania Horticultural Society 1992 Yearbook**

## **July 1, 1991 to June 30, 1992**

*The Purposes of the Pennsylvania Horticultural Society are: to collect and disseminate information about horticulture; to inspire a taste for horticultural knowledge; and to make that knowledge available to as many people as possible.*

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**The Pennsylvania Horticultural Society  
Independence National Historical Park  
325 Walnut Street  
Philadelphia, PA 19106-2777  
(215) 625-8250  
Fax (215) 625-8288**

**Front Cover:**

Among the 100 enthusiastic gardeners who showed up to plant flowers around City Hall last May were Philadelphia Mayor Ed Rendell (foreground); PHS President Jane Pepper (left); Provident National Bank Senior Vice President Frederick C. Frank, III (white cap); and William E. Mifflin, Executive Director, Fairmount Park Commission.

photo by Ira Beckoff



## Officers & Council



### OFFICERS

Donald L. Felley

*Chair*

Morris Cheston, Jr.

*Vice-Chair*

Patricia L. Wilson

*Vice-Chair*

Kathleen G. Putnam

*Treasurer*

Elizabeth P. McLean

*Secretary*

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### COUNCIL

Diane Allen

Susan Armstrong

Richard W. Billings

J. Howard Brosius

W. Thacher Brown

Morris Cheston, Jr.

Herb Clarke

Tina Colehower

Anne S. Cunningham

Alice Doering

Rena Ennis

Walter Fisher, Jr.

Charles H. Gale, Sr.

Sally Graham

Betsy Gray

Sallie Korman

Richard W. Lighty

Sylvia Lin

Sandy Manthorpe, *ex officio*

Charles N. Marshall

W. Bruce McConnel, 3rd

Vernoca L. Michael

Robert W. Montgomery

Martha Morris, *ex officio*

J. Liddon Pennock, Jr.

Kathleen G. Putnam

Lee M. Raden

Ann L. Reed

Robert S. Ryan

Alan P. Slack

Mary Jo Strawbridge, *ex officio*

James C. Tabb

### EXECUTIVE COMMITTEE

Donald L. Felley, *Chair*

Richard W. Billings

J. Howard Brosius

Morris Cheston, Jr.

Sally Graham

Richard W. Lighty

W. Bruce McConnel, 3rd

Elizabeth P. McLean

J. Liddon Pennock, Jr.

Kathleen G. Putnam

Ann L. Reed

Patricia L. Wilson, *ex officio*

### CAPITAL IMPROVEMENT

#### AD HOC COMMITTEE

Alan P. Slack, *Chair*

Bruce Barnstead

Walter Fisher, Jr.

Betsy Gray

Berton E. Korman

Sallie Korman

Ann L. Reed

## LONG RANGE PLANNING COMMITTEE

Patricia L. Wilson, *Chair*  
Morris Cheston, Jr.  
Judy M. Foley  
Sandy Manthorpe  
Robert W. Montgomery  
Mamie Nichols  
Lee M. Raden  
Ann L. Reed  
Robert S. Ryan  
Sharon Turner

## NOMINATING COMMITTEE

Robert S. Ryan, *Chair*  
W. Thacher Brown  
Morris Cheston, Jr.  
Sally Graham  
Richard W. Lighty

Kathleen G. Putnam  
Henry H. Reichner, Jr.

## PERSONNEL COMMITTEE

James C. Tabb, *Chair*  
Nila Betof  
Blaine Bonham, Jr.  
Jean Byrne  
Russell O. Jones  
Kathryn H. Levering  
Vernoca L. Michael  
Cheryl Monroe  
William J. Murdoch, Jr.  
Ivy Silver  
William H. Walker

The Chair of Council and the President serve *ex officio* on all committees.



Council members Robert Montgomery and Susan Armstrong quarterbacking after a Council meeting. Montgomery, a member of the Long Range Planning Committee, chairs the Flower Show Location Committee.

photo by Ira Beckoff



## The President's Message



As I write it's mid-summer; upstairs, above my office, a jack-hammer slams away; out in the garden a noisy generator hums and the big yellow dumpster there overflows with construction debris. Yesterday the cellar flooded; today huge steel beams were eased into the PHS headquarters.

Our little oasis, those three wonderful buildings in Independence National Historical Park that have served us so well for almost 30 years, is under siege as we start the first of three phases of a capital improvements project. This year we're tackling the basics: restrooms, kitchen and elevator. In future years the changes will be more aesthetic, but the best piece of news for many long-suffering members is that this fall we'll exchange those dreadfully uncomfortable chairs in the auditorium for some that should make your visits to us even more enjoyable.

As is always the case around PHS, planning for this siege has been a joint volunteer/staff undertaking and our progress would have been less steady without guidance from the Capital Improvements Committee, led by Alan Slack.

Another undertaking that has required significant discussion this year has been the development of a long range plan, and my thanks go to Patricia Wilson and the Long

Range Planning Committee for their patience. By late fall the Committee's report should be finished so let me know if you'd like a copy.

As the world economy sputters, I'm proud to report that The Pennsylvania Horticultural Society has met a series of ambitious goals this year, even expanding in some program areas, and that our financial position remains strong.

Our members and supporters remain committed to the Society,

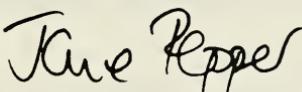


photo by Ron Williams

and in a year when the City of Philadelphia faces considerable fiscal restraints it's very rewarding to us that we continue to receive support from this and many other sources for our community programs. That key financial engine, the Philadelphia Flower Show, also showed good results, thanks to excellent attendance and the welcome addition of Provident National Bank as the Show's presenting sponsor. Welcome to the family, Provident. Beyond your donation, you brought us new dreams, new ideas and new friends.

Nothing is more important to PHS than our members, our staff, and our more than 3,000 volunteers. One of the special groups of volunteers is our board, the Council. For the past four years, the Council has

been led by Don Felley and many of us have enjoyed the pleasure of working closely with him, savoring his thoughtfulness and deep interest in the Society. When we first approached Don to join the Council, he protested that he was a chemical engineer and apple farmer, rather than a horticulturist. Well Don, it takes all sorts to keep the Society moving ahead and we didn't miss that "hort" knowledge one bit and are just grateful you joined us. Thanks to you, and to everyone else who's played a role in keeping the Society on the tracks this year.

A handwritten signature in cursive script, appearing to read "Jane Pepper".

Jane G. Pepper  
President



PHS President Jane Pepper (center) introduces Lee Raden (left) to PHS Chair Don Felley (right). Raden, a rock garden enthusiast who takes top honors for his exhibits at the Flower Show, returns to Council after an absence. To right of Raden, Manager of Accounting Lillian Ciarrochi.



# Library



The library staff performs all of the traditional library services, such as book and video tape circulation: 2,000 items loaned to visiting members, 600 items through the mail. By special agreement, we loaned 400 books to members of the American Rock Garden Society, American Bonsai Society, and the Hardy Plant Society Mid-Atlantic Group. Our total 1992 circulation was just over 3,000 items.

The library staff also compiles handouts of commonly requested information: the Landscape Design Consultant List, Plant Society Contacts, Horticultural Speakers List, Gardening Video Tapes available for borrowing. We mail hundreds of these lists annually.

Often, when the library staff answers the telephone, we leave the daily, predictable routine and play a different role. Sometimes, we're shopping consultants: "Can you tell me where I can buy roses locally?" "Can you recommend a slow growing, compact boxwood, and where can I buy it?" Other times, we're travel consultants: "I'm planning a trip to Vancouver. What are the best gardens to visit?" And yet other times, we're technical consultants: "I'm a novelist, and need to know what flowers are in bloom in Philadelphia in mid-May."

In 1992, we answered more than 1,500 inquiries by telephone, visit,

or through the mail. More than 1,100 library visitors kept us on our toes, sometimes literally, as we helped readers find books.

## Volunteers

Volunteer Nat Nelson keeps the 500-plus seed and nursery catalogs in order so you can track down a hard-to-find plant. If, in 1992, you borrowed a book and forgot to return it on time, you probably got a gentle reminder from Gwen MacMurray. Eileen Kierney is attacking those remaining catalog records still in need of conversion to computerized form.

## Booksale and Friends of the Library Evening

The library book sale was again a success. We sold 560 books last September, which netted the Society \$2,900. Donations to the Friends of the Library came to \$5,500. In November, Frank Cabot's lecture "American Gardens Today and Tomorrow" was a fully subscribed Friends Evening.

## Major Book Donations to the Library

Several significant collections of gardening books, both old and new, came to us during the year from Pamela Lord, Sally Reath, Mr. & Mrs. Oliver Stark, and Estelle L. Sharp.

## Committee

Alice M. Doering, Chair



**Librarian Janet Evans (center)** shows a young couple who just joined the Society where to find the all-important reference shelf, while two other members (right) check out the burgeoning video collection. Rena Ennis (seated), Council member, and Chair of the Philadelphia Green Advisory Board, stopped by to do some gardening research.

#### Raul Betancourt, Jr.

Joan Z. Brinton

George R. Clark

Elizabeth B. Farley

George M. Harding

Kitty Lapp

Jane Leake

Elizabeth P. McLean

Martha Morris

Sandra K. Myers

W. Gary Smith

Elizabeth C. Walker

L. Wilbur Zimmerman

#### Horticultural Hotline

Dial (215) 922-8043 Monday through Friday between 9:30 and noon, and your gardening question will get an instant (and correct!) response. We're proud of our Hotliners. They're the best. We can't pay them, but we can entice them away from the phone and from their own gardens twice a year to visit other, special places in the area. In early October, Hotliners visited the gardens of Richard and Sally Lighty, the gardens of Jeanne and John Frett, and Dale Hendricks' North Creek Nursery. In June, Hotliners joined 18th Century Garden volun-

teers for a day in Maryland where they visited Foxborough Nursery and Robert A. Schultz Co., a nature sanctuary and nursery. Thanks to our Hotliners for answering 2,700 calls this year.

#### Hotline Volunteers

Susan Armstrong

Richard J. Both

George R. Clark\*

Alice M. Doering

Joyce Fingerut

Roxie Gevjan

Nancy Greenwood\*

Tam Hartell

Louis Hood

Nat Nelson\*

Elise Payne

Dot Plyler

Jen Porter\*

Liz Schumacher

Alan Slack

Irene Slater\*

John P. Swan

Susan P. Wilmerding

Mary Lou Wolfe

L. Wilbur Zimmerman



## Publications



### *Green Scene*

*Green Scene* welcomed 150 members of The San Antonio Botanical Gardens (Texas) as new subscribers bringing to 10 the number of organizations that provide *Green Scene* as a membership benefit (including the Society).

Eighteen new authors joined this year's group of 54 to produce 66 stories for the 20th volume of *Green Scene*. And we're proud of frequent contributor Peter Loewer who won three 1992 Quill and Trowel Awards for his book *The Wild Gardener* through the Garden Writers Association of America. *Green Scene* author Betty Mackey also received a Quill and Trowel Award for *The Gardener's Home Companion*; Mackey was one of six co-authors.

We added eight extra pages for this year's special single subject issue "All About Trees," making it the largest and most popular issue of *Green Scene* we've ever published. We received requests for more than 2,000 copies of *Green Scene* over our normal press run.

### *PHS News*

We made a new friend this year by the name of Mac. Starting in November, *PHS News* was produced on the Macintosh computer; this desk-top publishing gave us more turnaround time on deadlines and more flexibility for last-minute updates and changes. The *News* brings

members the monthly scoop on Society activities, trips and events.

### *PHS Yearbook*

The Yearbook offers a yearly checklist to measure how the Society carries out its mission; it's a record of what the members, volunteers, Council and committees do throughout the year; and it tells who supports the Society's work and how we allocate our resources. A book for the present, past (archives) and the future.

### *Flower Show Program*

The 1992 *Flower Show Program* sold out on the last Sunday morning of the Show. This year's guide to the major exhibits and competitive class exhibits, as well as Flower Show committees and volunteers, also featured stories about plant discoveries, where to find hotlines, the central feature, and PHS membership and outreach programs. The exhibit listings along with the ads, make the program a "keeper" until the next one.

### *Committee*

Anne S. Cunningham, *Chair*  
Kathryn S. Andersen  
Walter G. Chandoha  
Judy M. Foley  
Charles W. Heuser  
Gene Jackson  
Anthony A. Lyle  
Robert McCracken Peck  
Mary Lou Wolfe  
L. Wilbur Zimmerman

## Public Information



"It looks just like the real thing!" We heard that over and over again as the lines snaked through the elaborate replica of a

Southwestern courtyard, the Philadelphia Flower Show's dramatic central exhibit. For more than 220,000 people, the Philadelphia Flower Show with its thousands of forced plants, is the real thing. And that excitement and enthusiasm draws attention from media across the continent: CBS This Morning, Canadian Gardening Magazine, The Associated Press, *The New York Times*, as well as hundreds of daily and weekly newspapers.

They told the story of Philadelphia's fabulous Show.

Provident National Bank signed on this year as the Show's first-ever Presenting Sponsor. Provident's parent company, PNC Financial Corp., recognized the Show's positive impact on the community and collaborated with PHS to develop an enthusiastic marketing campaign: colorful banners fluttered along South Broad Street and around City Hall during Show week; oversized tulip posters blossomed at SEPTA bus shelters throughout the city, and branch managers promoted the Show to their customers. The impact was significant — 7,200 advance sale tickets were sold in Provident's bank branches; neighborhood newspapers covered branch activities for the Show. And



Philadelphia Green tree education specialist Mindy Maslin (right) shows young gardeners how to plant a tree in the Zoo's Penn's Woods forest as part of the Society's Arbor Day activities there. Maslin and crew gave away more than 800 dogwood saplings during the day-long event.

Provident employees volunteered in force to play a part in the Bank's sponsorship. A wonderful partnership had begun.

Beyond the Flower Show's garden gate, into Philadelphia's neighborhoods, PHS provides a model for community greening programs across the nation. In the May issue of *National Geographic*, writer William Ellis and photographer Sam Abel, brought the beauty of "Gardening in America" to millions, including interviews with some of Philadelphia's community gardeners and longtime PHS friend, Joanna Reed; all special people who help make the Delaware Valley landscape green and growing.

Jane Pepper's weekly column in the Sunday *Inquirer* continues to draw an enthusiastic readership to the View section. And Cheryl Lee Monroe signed on this spring to write a monthly gardening column for the Chester County *Daily Local*.

photo by Ira Beckoff



## *Volunteers... the Society's heartline*

photos by Ira Beckoff



New members have a chance to sign up as volunteers at the Society's garden reception in June.

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Council member Sallie Korman (left) and former Council member Jean Bodine laugh as they dig. Korman serves on the Capital Improvement Committee and the Preview Dinner Committee. Bodine captained a team of 20 volunteers at the City Hall planting. She also serves on the Friends of the Azalea Garden Committee. Both are on the Philadelphia Museum and Art Landscape Rehabilitation Committee.



## **Thank You Volunteers**

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You selflessly contribute thousands of hours  
of time and service.

- Without you, we could not achieve our mission.
- Without you, the Show definitely would not go on.
- You are our energy, our sweat and our laughter.
- You are the open hand and the open heart.

Some of you are listed in this book;  
some of you are not.

We know who you are, and  
we appreciate you and value you.



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Members Committee volunteers are equally at home pushing posies or pretzels. One of the Society's hardest working groups, the Committee helps develop programs, garden tours, lectures and are often on hand to make members welcome at these events.



## Awards



The Pennsylvania Horticultural Society recognized the following people for their lifelong achievements, talent and contributions to the field of horticulture:

**1991 Distinguished Achievement Award** — *Pamela Cunningham Copeland*

**1991 Certificates of Merit** — *Josephine McQuail Bachman, William A. Bender, M.D., The Four Seasons Hotel*

**1992 Collegiate Scholarships** — *Michelle Infante and Christine Holman*

### 1992 PHILADELPHIA FLOWER SHOW AWARDS

**The Pennsylvania Horticultural Society Award** for the Best in Show in the following categories:

**Aesthetic**  
Commercial:  
*Waldor Orchids, Inc.*

**Display**  
Commercial:  
*Robertson of Chestnut Hill*  
Non-Profit:  
*Fairmount Park Commission*

**Educational**  
Non-Academic:  
*Friends Hospital*  
Academic:  
*Delaware Valley College*

**The PHS Grand Sweepstakes Trophy** for the individual accumulating the greatest number of points in all competitive sections of the Show:

*Rosemarie Vassalluzzo*  
Runner-Up: *Alice Farley*

**The Pennsylvania Horticultural Society Arranging Sweepstakes Trophy** for the individual accumulating the greatest number of points in the Arrangement Classes:

*Anne Fox Hayes*  
Runner-Up: *Rosemarie Vassalluzzo*

**The Pennsylvania Horticultural Society Horticultural Sweepstakes Trophy** for the individual accumulating the greatest number of points in the Horticultural Classes:

*Sylvia Lin*  
Runner-Up: *Ray Rogers*

**Margah Flood Memorial Trophy** for the horticultural organization accumulating the greatest number of points in the Horticultural Classes:

*American Rock Garden Society*

**The Margaret Buckley Zantzinger Award** for the garden club accumulating the greatest number of points in all competitive sections of the Show:

*Garden Club of Philadelphia*

### 1991 HARVEST SHOW

**The Pennsylvania Horticultural Society Certificate of Excellence** for an educational exhibit:

*Scott Arboretum  
Pennsylvania Bonsai Society  
William and Mary Coppens*

**The Award for Horticultural Excellence:** *Ray Rogers*

**PHS Gardener's Sweepstakes Certificate** to the individual accumulating the greatest number of blue ribbons in two or more Horticultural Sections of the Show: *Sue Leary*

**PHS Community Gardeners Sweepstakes Certificate** to the community garden accumulating the greatest number of blue ribbons:

*Southwark-Queen Village,  
3rd & Christian Streets  
Aspen Farm,  
West Philadelphia (a tie)*

**PHS Club Sweepstakes Certificate** to the horticultural organization accumulating the greatest number of blue ribbons:

*Berwyn Garden Club  
Tamanend Park Herb Gardening Club (a tie)*

**PHS Preserved Products Sweepstakes Certificate** to the individual accumulating the greatest number of blue ribbons in Preserved Products: *Ana Biddle*

**PHS AWARDS  
PRESENTED ELSEWHERE**

**The Flower Show Medal of The Pennsylvania Horticultural Society** to *Mary McQuillin, GreenScenes of*



*John Indrieri, General Manager of The Four Seasons Hotel (extreme left) and Josephine McQuail Bachman (center) are joined at the Awards ceremony by family and friends. Bachman and the Hotel were awarded Certificates of Merit at the Annual Awards Ceremony.*

*Winchester, MA, for "Gardening Inside & Out" at the 1992 New England Spring Flower Show*

**The Distinguished Garden Award of The Pennsylvania Horticultural Society** to a group of dedicated landscapers consisting of *The Fockele Garden Co., Homeplace Garden and Mary Jo Means, LTD.* at the 1992 Atlanta Flower Show

**The Distinguished Garden Award of The Pennsylvania Horticultural Society** to *Sprainbrook Nursery, Scarsdale, NY, for "An Environmentally Aware American Garden"* at the 1992 New York Flower Show

#### **PHS Awards Committee**

Sally Graham, *Chair*

Kathryn S. Andersen

Cindy Affleck

Martha Barron

Tina Colehower

Betsy Gray

Richard W. Lighty

J. Liddon Pennock, Jr.

Sandra C. Ward

#### **THE PENNSYLVANIA HORTICULTURAL SOCIETY'S GOLD MEDAL PLANT AWARD**

Five years and 30 award-winning plants later, The Pennsylvania Horticultural Society's Gold Medal Plant Award program succeeds in its goal to identify and promote underused woody ornamentals of exceptional garden merit.

The 1992 award winners provided a handsome selection: *Clematis 'Betty Corning,' Crataegus viridis 'Winter King,' Magnolia x 'Galaxy,' Magnolia grandiflora 'Edith Bogue,' Picea orientalis, and Viburnum x 'Eskimo.'*

Award winners were announced in the January/February issue of *Green Scene*. From there, publicity

opportunities expanded exponentially. Articles appeared in *Garden Design, Horticulture, American Nurseryman* and other national publications, as well as local and national newspapers. From these articles we've received hundreds of requests from across the country for sources lists.

#### **Evaluators**

Paul W. Meyer, *Chair*

Darrel Apps

Tom Dilatush

William H. Frederick, Jr.

Richard Hesselein

William Heyser

Steve Hutton

Richard W. Lighty

Philip Normandy

Sally Reath

Claire Sawyers

J. Franklin Styer

Charles Zafonte

Judith D. Zuk



Pamela Cunningham Copeland, herself a winner of the Society's 1991 Distinguished Achievement Award, applauds another winner at the Awards Ceremony.



## Shows

### PHILADELPHIA FLOWER SHOW

Philadelphia Civic Center

March 8-15, 1992

Judging and Preview

March 7, 1992



Discoveries abounded at the 1992 Philadelphia Flower Show, with secret gardens, new plant introductions and above all our central exhibit, a discovery garden designed in a style reminiscent of America's Southwest. Robert W. Montgomery Landscape Nursery executed this signature feature for Horizons for Discovery, importing cacti from Arizona, olive trees from California, and art work from Tucson and Phoenix. After passing the exterior cactus garden, visitors entered a town square, complete with bubbling fountains, a three-story bell tower, a cantina, art and craft shop, and lush plantings. Beyond the square an allee of 18 floral exhibits created by 23 flower arrangers from across the United States, each depicting a discovery in the arranger's hometown or state, greeted visitors.

We also discovered the joys of bright colors and heady fragrance in an exhibit created by the Colombia Flower Council, a new exhibitor. Exhibitors from Italy's Liguria region returned for the third year to create extravagant bouquets. In the landscape category we welcomed a full complement of nursery

exhibitors, including a new exhibitor from Fredericksburg, Virginia. Excellent weather, favorable response to our displays and a mid-week visit from First Lady Barbara Bush all combined to create excellent attendance for the 1992 Philadelphia Flower Show (1992 - 223,000; 1991 - 210,453; 1990 - 223,557).

A most welcome addition to the Flower Show family this year was Provident National Bank as our Presenting Sponsor. In addition to a generous donation to assist the Society with the Show and its community projects, the Bank introduced a whole new group of enthusiastic employees and customers to the Show. The local GMC Truck Dealers was also a first-time associate sponsor. We were very pleased also to welcome sponsors from prior years: AT&T; Byers' Choice Ltd.; CoreStates Trust and Investment Group; Drinker Biddle & Reath; Meridian Bank; Fleming Companies, Inc.; and Xerox Corporation. Grateful thanks to Philadelphia Flower Show, Inc. for their continuing support. The Flower Show is a product of the enthusiasm and support of many individuals, corporations and foundations. We salute them all.

### Flower Show Committees

#### *Executive*

Morris Cheston, Jr, *Chair*  
Diane Allen, *Vice-Chair*

Cindy Affleck  
Robert J. Butera  
Richard C. Caldwell  
Herb Clarke  
G. Morris Dorrance, Jr.  
Walter Fisher, Jr.  
Charles H. Gale  
Wesley M. Heilman, 3rd  
John K. Kaiser  
Anne Kellett  
Charles F. Kremp, 3rd  
David Lautt  
William McNaughton  
Martha Morris  
J. Liddon Pennock, Jr.  
Lee M. Raden  
Alan P. Slack  
Mary Jo Strawbridge  
John P. Swan  
Paul Tickle  
Sandra Ward  
Donald L. Felley, *ex officio*  
Sally Graham, *ex officio*

#### **Competitive Classes**

Mary Jo Strawbridge, *Chair*  
Anne Kellett, *Vice-Chair*

#### **Arrangements**

Ginnie Tietjens, *Chair, Niches,  
Miniature Arrangements,  
Defined and Open Space*  
Gay Mason, *Vice-Chair, Niches,  
Miniature Arrangements,  
Defined and Open Space*  
Angie Austin, *Co-Director,  
Workshops*  
Patricia Carson, *Advisor, Medium  
Niches*  
Vida Carson, *Advisor, Miniature  
Arrangements*  
Martha Clark, *Advisor, Large  
Niches*  
Hope Fox Coates, *Advisor, Large  
Niches*  
Anne Coste, *Co-Director,  
Workshops*  
Sheila Dawe, *Vice-Chair,  
Arrangement Aides*  
Sanna Drake, *Co-Chair, Passing*

Elinor Greene, *Advisor, Medium  
Niches*  
James Hayden, *Advisor, Defined/  
Open Space*  
Anne Fox Hayes, *Advisor, Defined/  
Open Space*  
Sally Humphreys, *Advisor,  
Miniature Arrangements*  
Gail Irwin, *Advisor, Small Niches*  
Ann Mastrangelo, *Chair,  
Arrangement Aides*  
Pinkie Roe, *Symposiums*  
Dorothy Bowen, *Hospitality Aides*  
Virginia Simonin, *Advisor, Small  
Niches*  
Betty Sparks, *Barrier Aides*  
Lucie Steele, *Symposiums*  
Carolyn Waite, *Advisor, Miniature  
Arrangements*  
Sally Yow, *Co-Chair, Passing*

#### **Rooms and Tables**

Jay Byrne, *Co-Chair*  
Nancy Mundth, *Co-Chair*  
Susan Chapin, *Vice-Chair*  
Toinette Jewell, *Vice-Chair*

#### **Miniature Settings**

Bruce Barnstead, *Co-Chair*  
Chris Drake, *Co-Chair*

#### **Pressed Plant Classes**

Rosemarie Vassalluzzo, *Chair*  
Janet Wenger Smith, *Vice-Chair*  
Lisa Howe, *Advisor*  
Barbara Keenan, *Advisor*  
Kathie King, *Advisor*

#### **Gardens**

Anna Marie Amey, *Chair*  
Sue Thorbahn, *Vice-Chair*

#### **Walled Areas**

Ann Driscoll, *Chair*  
Libby Hill, *Vice-Chair*

#### **Container Display**

Kenneth Tietjens, *Chair*  
Christine Jackson, *Vice-Chair*

## **Windowsills**

Sandy Young, *Chair*  
Vicki Benzel, *Vice-Chair*

## **Horticulture**

Toni Brinton, *Chair*  
Ann Benzel, *Vice-Chair*  
John P. Swan, *Vice-Chair*  
Towney Cunningham, *Vice-Chair, Passing*  
Alice Doering, *Chair, Passing*  
Elizabeth Farley, *Co-Chair,*

### *Nomenclature*

Vivian Fix, *Vice-Chair, Aides*  
Sandy Greenwood, *Vice-Chair, Aides*  
Kathy Kristol, *Vice-Chair, Passing*  
Ann Reed, *Chair, Aides*  
Lois Renthal, *Vice-Chair, Staging*  
Irene Slater, *Co-Chair,*  
*Nomenclature*  
Marby Sparkman, *Vice-Chair, Staging*  
Carol Wichmann, *Vice-Chair, Aides*  
Susan Wilmerding, *Co-Chair, Staging*  
Sally Wood, *Co-Chair, Staging*

## **Judges and Awards Subcommittee**

Cindy Affleck, *Coordinator*  
Elise Payne, *Vice-Coordinator*  
Bettie Baer, *Vice-Chair, Points*  
Tania Biddle, *Artistic Judges*  
Margaret Bowditch, *Vice-Chair, Horticultural Judges*  
Susan Chapin, *At Large*  
Dixie Chapman, *Vice-Chair, Trophies*  
Cheryl Cheston, *Vice-Chair, Horticultural Clerks*  
Elsa Efran, *Chair, Points*  
Sally Fernley, *Chair, Orchid Judges*  
Sally Graham, *Chair, PHS Awards Committee*  
Betsy Gray, *Chair, Horticultural Judges*  
Jane Gray, *Chair, Artistic Judges*  
Joan Harvey, *Chair, Trophies*  
Barbara Juda, *Chair, Artistic Clerks*  
Anne Kellett, *Vice-Chair, Competitive Classes*

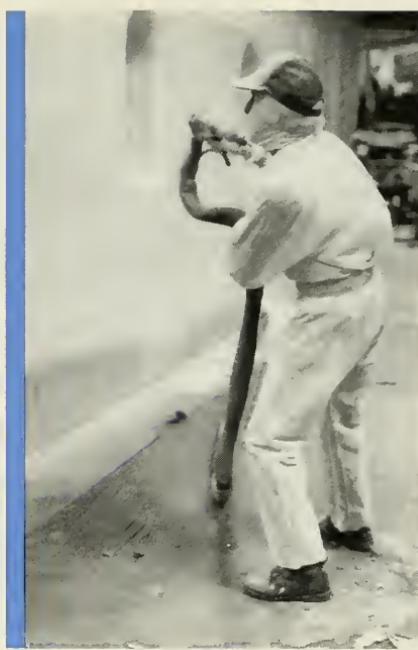


photo by Ira Beckoff

**Terminator II?** No, he's just one of Rob Montgomery's crew spraying a wall to simulate a southwestern adobe as part of the Flower Show's exciting central feature.

Jane Kilduff, *Vice-Chair, Artistic Judges*

Mary Jane Littlepage, *Vice-Chair, Artistic Clerks*

Dotti Maddock, *Chair, PHS & Special Panel Clerks*

Margarete Marvin, *Vice-Chair, PHS & Special Panel Clerks*

Chris Michaud, *Advisor, Points*  
Patter Peterson, *Horticultural Judges*

Elaine Pierce, *Assistant Vice-Chair, Horticultural Clerks*

Cricket Roberts, *Chair, Horticultural Clerks*

Mary Jo Strawbridge, *Chair, Competitive Classes*

Janet Welsh, *Advisor, Horticultural Judges*

## **Exhibitors and Awards**

### **Luncheon**

Sandra Ward, *Chair*  
Sylvia Lin, *Vice-Chair*



Junior Show exhibitors sure know how to make this winner happy as they share in his triumph.

**Nomenclature**

Alan Slack, Chair  
Kathryn Andersen  
Martha Barnett  
Charles Cresson  
Elizabeth Farley  
Tam Hartell  
Jeff Jabco  
Betts Layman  
Daniel Layman  
Rick Lewandowski  
Dee Peck  
Jack Potter  
Ray Rogers  
Claire Sawyers  
Irene Slater  
John Story  
Bill Thomas

**Signs**

Susan Stauffer  
Sandra Ward

**Nonprofit Display Coordinator**

Alan Slack

**Hospitality**

Beth Butler, Chair

Tina Colehower

Janet Engstrom  
Nancy Long  
Joanna Reed  
Sue Williams

**1991 HARVEST SHOW**

Horticulture Center, Fairmount Park  
September 21-22, 1991

A record number of visitors joined us to reminisce at *Harvesting the Years*. More than 5,000 adults and children viewed the Show during its three days at the Fairmount Park Horticulture Center. Community and individual gardens from the City and beyond yielded their bounty in the 300 competitive classes. And floral designs revived themes from music to modern inventions and, new this year, a shop window that gave our most ambitious designers a chance to create vignettes of bygone days. Entries were slightly higher than last year in both the adult and youth sections, and lectures and demonstrations were held

for capacity audiences.

This year's Show was a mix of the new with the old. We welcomed the partnership of The Wyck Association, Cliveden of the National Trust and the Ebenezer Maxwell Mansion from the Historic Germantown Preserve as they created a smashing educational exhibit that told the story of the living legacy of gardens, orchards and pleasure grounds in Germantown. "Germantown Green" was only one of 16 exhibits exploring subjects from horticultural therapy and gardens in small spaces to bonsai and heirloom tomatoes in every hue of the rainbow.

We were pleased to cooperate with two concurrent events: the Friends of the Japanese House and Garden's weekend fundraiser of tours and exhibits of traditional Japanese art and horticulture; and Taste the Harvest, a celebration of the wines, agriculture and cuisine in the Delaware Valley region, sponsored by the Delaware Valley Chapter of The American Institute of Wine and Food. Harvest Show visitors enjoyed a stroll to the nearby Japanese House and a shuttle to Taste the Harvest at the 18th Armory.

Many thanks go to the hundreds of exhibitors and volunteers, old and new, and to our dedicated committee, all of whom make the Harvest Show a joy to look back on, and forward to, every year.

#### **Harvest Show Committee**

Ann Benzel, *Chair*

Sandy Manthorpe, *Vice-Chair*

Ann Armstrong

Sue Armstrong

Doris Atkinson

Betty Bell

Richard Bitner

Mike Bowell

Willie Mae Bullock

Betsy Catlin

Dixie Chapman  
Bob and Maye Clement  
Tina Colehower  
Charlotte Cunningham  
Aldys Davis  
Elsa Efran  
Charlotte Elsner  
Blanche Epps  
Jill Evans  
Millie Ewell  
Rachel Fairbanks  
Hayward Ford  
Charles Fritz  
Trude Fuchs  
Elinor Goff  
Libby Goldstein  
Sally Graham  
Jane Greenleaf  
Nancy Greenwood  
Margaret Grosskurth  
Anne Hayes  
Nancy Heckscher  
Marie Heyser  
Joan Johnson  
Edna Jones  
Barbara Juda  
Frank Kieser  
Caroline Kirkpatrick  
Bob Kleiser  
Marina La Pinia  
Kitty Lapp  
Sue Leary  
Lee Loveland  
Susan MacDonnell  
Gay Mason  
Lorraine McGill  
Kathy Mills  
Jo Muscari  
Terry Mushovic  
Sylvia Myers  
Cherie Nabil  
Betsy Nutt  
Elise Payne  
Ginger Pennypacker  
Dot Plyler  
Ruth Rainer  
Ruth Reller  
Gretchen Riley  
Tomasita Romero  
Janice Rowan

Alan Slack  
Irene Slater  
Barbara Smith  
Janet Wenger Smith  
Peg Smith  
Robert Smith  
Lucie Steele  
Jane Street  
Ann Swan  
John Swan  
Ginnie Tietjens  
Sharon Turner  
Bette Twadell  
Sandra C. Ward  
Janet Welsh  
Hope Wood  
Sandy Young  
Pat Crossan, *ex officio*

### 1992 JUNIOR FLOWER SHOW

First Bank on Third Street between  
Chestnut and Walnut Streets  
May 19, 20, 21

Children, grades K through 12, made entries in this year's Show, "Discover America" in celebration of 500 years of the discovery of America. Our future gardeners focused on native American plants that included entries in corn and potato vines. Made from bark and coconut shell, as well as from paper

towel tubes, entries in Totem Poles class particularly captured the children's imagination in the artistic category.

- 1,262 entries:  
815 in horticultural classes;  
447 in artistic
- 51 schools made entries as well as scouts, 4-H groups, and individuals
- Attendance 1,110 including visits from 25 area schools

### Junior Flower Show Committee

JoAnn Fishburn, *Chair*  
Runa Bhattacharya  
Iris Brown  
Shirley Brown  
Jeannie Burgos  
Blanche Epps  
Carol Huttner  
Lenora Jackson-Evans  
Kate Loal  
Ingrid Montgomery  
Carol Novak  
Tomasita Romero  
Darling Rosario  
Nitza Rosario  
Larry Stier  
Lily Yeh  
Rena Ennis, *ex officio*

Laurie Hinkle (left) and Kris Benarcik (right) setting up the Scott Arboretum exhibit "Harvesting on the Wing: Gardening for Birds, Bees, and Butterflies" for the Harvest Show. The exhibit received the Show's Certificate of Excellence.





## Preview Dinner



With fund-raising events across the country suffering the effects of a weak economy, we were delighted to welcome 2,100 guests for the Preview Dinner, only a slight reduction from prior years. An additional 850 guests joined us for cocktails, a number swelled from prior years by the welcome addition of 402 subscribers from our new junior category. Dinner was catered by ARA Services, Inc., and we're most grateful to Martha Morris and a wonderful committee for providing a beautiful evening.

### Preview Committee

Martha Morris, *Chair*

Frank E. Reed, *Vice-Chair*  
Richard W. Billings  
Alan D. Bleznak  
Lisa Carr  
Ruth Colket  
Margo Eremus  
Bobby Grace  
Jane Kilduff  
Sallie Korman  
Carolyn Langfitt  
Linda Madara  
Ann Marshall  
J. Liddon Pennock, Jr.  
Kathleen Putnam  
Stewart H. Steffey, Jr.  
Clarence Z. Wurts  
Perry & Betsy Hamilton, *Chairs,  
Associates*  
Brinton Brosius, *Vice-Chair,  
Associates*

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Midge Rendell and Mayor Ed Rendell enjoy a relaxed moment as they snip the ribbon to open the Show for the Preview Dinner guests. Holding the ribbon on left is President Jane Pepper and right, Preview Dinner Chair Martha Morris. Next to Pepper are Richard L. Smoot, CEO of Provident National Bank and Morris Cheston, Chair, Flower Show Executive Committee. Don Felley, Chair of PHS council, is second from right.



## Membership



Membership is strong and stable, growing by about 200 new members each year with an 83-85% renewal rate. We value our 8,000 members, enriched by their enthusiasm, loyalty, and generosity in many ways throughout the year.

More than 200 member volunteers staffed the Membership/Information Booth at the Flower Show. In addition to directing visitors and selling Show souvenirs, they attracted 267 new members. Twenty very generous gardeners opened their gardens to members during the annual spring garden visits in April, May, and June. This same pervasive interest and generosity can be seen in all other activities from members who help with the Members' Preview at the Harvest Show to those who graciously check tags at spring garden visits.

The Members Committee, under the leadership of chair Sylvia Lin, takes an active role in the activities and policy decisions of the Membership Department. As Peggy Bowditch retires after 10 years as Garden Visits Coordinator, our grateful thanks, and a warm welcome to Susie Wilmerding who will take over from Peggy to arrange our '93 visits.

### Members Committee

Sylvia Lin, *Chair*  
Richard Bitner  
Fran Borie  
Margaret P. Bowditch

DJ Brosius  
Tina Colehower  
Mary Disston  
Perridene S. Duff  
Margaret Kriegel  
Melinda Moritz  
Dot Plyler  
Harriett S. Richards  
Patricia B. Sanders  
Alan P. Slack  
Mary Ann Thomas  
Phyllis Weisman  
Susan P. Wilmerding

### Spring Garden Visits

Anne Bonner and Mike Green  
Mr. and Mrs. Orville H. Bullitt, Jr.  
Chanticleer Foundation  
Charles Cresson  
Mr. and Mrs. Harold M. Davis  
Mr. and Mrs. Jonathan Emerson  
Mr. and Mrs. Craig Fitz  
Mr. and Mrs. George R. Graham, Jr.  
Mr. and Mrs. Stephen Hoyt  
Mr. and Mrs. Lynn Kippax  
Anita Kistler  
Mr. and Mrs. John Long  
Mr. and Mrs. W. Bruce McConnel  
Virginia McQuail  
Joanna Reed  
Mr. and Mrs. Charles Root  
The Scott Arboretum  
Dr. and Mrs. Stephen Sinclair  
Mr. and Mrs. J. Roffe Wike  
Gertrude Wister

### Workshops, Classes, Lectures

Jeff Ball:  
Yard Waste Management,  
Springfield

photo by L. Wilbur Zimmerman



**Peggy Bowditch:**  
Winter Gardening Indoors,  
Chestnut Hill

**Toni Brinton:**  
Natural Gardening in the Shade,  
West Chester

**Frank Cabot:**  
American Gardens Today and  
Tomorrow

**Mary Costello:**  
Garden Rooms in Chestnut Hill

**Rick Darke:**  
Ornamental Grasses in the  
Landscape

**Helen Dillon:**  
Irish Gardens and Plants

**Kath Duckett:**  
Sequence of Bloom

**Walter Fisher, Jr.:**  
Forcing Bulbs for Winter  
Enjoyment

**Ruth and Jack Flounders,**  
**Frank Kieser:**  
Fragrant Herb Wreaths

**Roxie Gevjan:**  
Propagating from Seed

**Judy Glattstein:**  
Garden Design with Foliage  
Made for the Shade

**Peggy Grady:**  
Arrangements for Entertaining  
Beginning Arranging

**Peggy Grady and Carol Lindemann:**  
Tabletop Topiaries

**Brent Heath:**  
Planting Bulbs, Azalea Garden,  
Fairmount Park

**Roy Lancaster:**  
The World Is My Garden

**Jane Lennon:**  
Fall Is For Planting, Malvern

Members visit Yvonne England's superb  
herb garden as part of the Gardens in  
Honeybrook (Pa.) tour.

**Ground Covers for Connoisseurs,**  
Morgantown

**Ann McKeon:**  
Controlling Pests and Diseases  
Roses

Both at Chanticleer, Wayne

**Paul W. Meyer:**  
Flowering Trees and Shrubs for  
the Connoisseur

**Jack Miller:**  
A Japanese Garden, Collegeville

**Audrey Nichols:**  
Arranging With Flowering Shrubs  
Centerpieces, Lafayette Hill  
For Love of Spring  
Holiday Arrangements

**Barbara O'Brien:**  
Jefferson and Adams, English  
Garden Tourists in 1786

**J. Liddon Pennock, Jr. and**  
**Charles W. Rogers, Jr.**  
Meadowbrook Farm: A Case Study  
for Effective Landscape Design

**Jane Pepper and John Swan:**  
Gardens of Scotland

**Douglas Randolph:**  
Tools, Chanticleer, Wayne

**Ann Reed and Jane Ruffin:**  
Back To Basics For Outdoor  
Photography

- Joanna Reed:**  
Arranging from the Autumn Garden  
Arranging with Foliage  
Floral Stitchery  
Longview Farm In Winter  
All at Longview Farm, Malvern
- Charles W. Rogers, Jr.:**  
Topiaries, Meadowbrook
- Lisa Roper:**  
Perennials for Fall  
Perennials for Spring  
Perennials for Summer  
Shade Gardening  
Spring Bulbs  
Spring Fever  
All at Chanticleer, Wayne
- Elizabeth Scholtz:**  
Gardens of New Zealand
- Liz and Ralph Schumacher:**  
Hillside Gardening, King of Prussia
- Priscilla Gene Shaffer:**  
Arranging Dried Flowers  
Arranging: Dutch and Flemish Style  
Signs of Spring
- Alan P. Slack:**  
Backyard Propagating  
Propagating Flowering Woody Plants
- John Morgan Thomas:**  
Garden Lighting Workshop  
Water In The Landscape
- Eve Thyrum:**  
Creating A Garden
- Louisa Rawle Tiné:**  
Beginning Botanical Illustration
- Carter Van Dyke:**  
Creating a Master Plan For Your Garden  
Walls, Walks, Fences and Terraces
- Christopher Woods:**  
Autumn Stroll at Chanticleer  
Basic Gardening  
Up the Wall  
All at Chanticleer, Wayne  
A Passion For Perennials
- Field Trips**  
Arboretum of the Barnes Foundation, Merion  
Brooklyn Botanic Garden and Druse Garden, Brooklyn  
Bucks County: Duckett Garden and Russell Gardens  
Chanticleer Foundation, Wayne Gardens in Honeybrook  
Georgetown Garden Tour, Washington, D.C.  
Herb Garden at the National Cathedral and Hillwood, Washington, D.C.  
Hillwood and the National Cathedral, Washington, D.C.  
LaDew Topiary Gardens and Nurseries, Monkton, Md.  
Longview Farm, Malvern  
Meadowbrook Farm, Meadowbrook  
Mt. Cuba and Winterthur, Del.  
Private Gardens in Chestertown, Md.  
Triple Oaks Nursery and Bruno Garden, Franklinville, N.J.  
Wave Hill, Bronx, N.Y., and Conservatory Gardens in Central Park
- Organizations Meeting at PHS**  
Center City Orchid Society  
Forum of Executive Women  
Pennsylvania Bonsai Society  
Philadelphia Society for Promoting Agriculture
- Tours**  
Colorado Adventure  
Gardens in Holland and England, Chelsea Flower Show and the Floriade  
Hudson River Valley
- Special Events**  
Annual Plant Dividend  
Members Preview, Harvest Show  
Members Preview, Philadelphia Flower Show  
Exhibit Openings



## Philadelphia Green

### Neighborhood Programs



Our phones rang off the hook this year. Gardeners, block captains, and community leaders called to request gardens in vacant lots and trees for their blocks. Even though 40 staff members were busy greening Philadelphia's neighborhoods with more than 400 projects over the past year, we currently have a waiting list of more than 1000 requests for gardening projects.

Our phones also have been ringing with calls from across the country — from as far away as California; Oregon; Florida; and even from Alberta, Canada. People were asking how they can develop their programs after the Philadelphia model. Many of these calls were in response to an article about community gardening in *National Geographic* magazine, which prominently featured Philadelphia Green. We have also had out-of-town visitors — a busload of staff, gardeners, and board members from Newark who came to learn firsthand about Philadelphia Green, as did groups from Baltimore; Wilmington; and Battle Creek, Michigan.

#### GREENING PHILADELPHIA'S NEIGHBORHOODS

Strawberry Mansion: In this nearly complete North Philadelphia

Greene Country Towne residents transformed 18 trash-strewn vacant lots into beautiful new gardens, and improved 20 existing gardens with additional soil, plants, benches, picnic tables, fencing, and garden structures. They brightened seven barren street blocks with flowers in barrels and window boxes. The area around Tanner Triangle now dazzles as a green oasis with gardens in every vacant lot in sight; two beautiful murals by the Philadelphia Anti-Graffiti Network cover blank walls at corner gardens. Turner Street area also boasts a concentration of gardens, under the leadership of neighbor Florie Dotson, who is a committed gardener, community leader, and Philadelphia Green Advisory Board member.

In Susquehanna, Philadelphia Green's education department works to foster self-reliance. A garden club that draws its membership from block captains and garden leaders meets regularly to share information and plants. And in Francisville, 11 volunteers ran its second neighborhood plant sale selling \$1,500 worth of plants to 200 local gardeners. Francisville residents are convinced about the benefits greening brings to a neighborhood, little sidewalk gardens edged with belgian blocks grace Poplar Street, and when abandoned houses are torn down, gardens are started. In Point Breeze, a spring neighbor-



Neighbors and coordinators pick up their pre-ordered plants, garden tools and supplies for 346 community groups at Philadelphia Green's Spring Plant Sale held at the Horticulture Center in Fairmount Park.

hood plant sale made it possible for neighbors to add color to the many large gardens.

#### PUBLIC HOUSING SITES

Vegetable gardening was the big news at the Philadelphia Housing Authority sites this year. At North Philadelphia's Johnson Homes, a large new vegetable garden has been so successful, that even after expansion, it has a waiting list of gardeners. Workers in the City's Streets Department graded the site with their heavy equipment in exchange for a plot to raise their own vegetables. A tree nursery tended by children, as well as an orchard of fruit trees were also added to this site. The Senior residents at Emlen Arms have a new vegetable garden, too: 70 feet of raised beds along the driveway. An additional staff person for this program has increased our ability to work with Public Housing residents.

#### LICENSES AND INSPECTIONS PROJECTS

Seventy-four vacant sites once used for dumping trash have now

become fenced gardens maintained by neighbors. Another staff member has been added to this program to provide gardening information to novice gardeners.

#### TREE PROGRAM

Trees are not just for streets, although we did plant them on 28 blocks in North Philadelphia. Trees are also for vacant lots, and one only need visit Carmen Delgado's large lot on the 1500 block of North 7th Street to appreciate how much a tree park can do for a neighborhood. A City Gardens Contest workshop brought out 60 gardeners there this spring; in pouring rain they exchanged plants and gardening ideas.

Many corner vacant lots, formerly prime targets for trash, are now planted with trees, and the neighbors keep the weeds mowed to create mini-parks. Indeed the look of North 7th Street (between Girard and Indiana), for years a major dumping corridor, has drastically changed because of tree parks and tree lots.

In Northeast Philadelphia, the

Tacony Civic Association coordinated the planting of the first large scale tree nursery at the Diston Recreation Center. More than 250 whips of several tree varieties were planted and maintained by volunteers, including senior citizens. As these trees mature, they will be transplanted to locations around the community.

The goal of the tree program is to plant as well as promote tree awareness to people of all ages. Arbor Month celebrations reached adults and children through special programs at public places, such as the Zoo and the Academy of Natural Sciences, in schools, and through ceremonial tree plantings. To date, more than 5,000 children have heard the message about trees through school programs. Senior and Youth Tree Corp members gained hands-on experience as they provided care for the City's trees through summer programs.

#### **YOUTH PROGRAM**

Growing ethnic crops from Africa, Asia, and South America, as well as plain old tomatoes, gathering strawberries from a "pick your own" farm, and taking trips to Longwood Gardens have captured the enthusiasm of a group of inner city children. Based in neighborhoods and schools that have committed leadership, this new program ties in with other community-based programs to introduce children to the benefits of gardening and the important role of horticulture in the urban environment.

#### **EVENTS**

##### **Gardeners' Gala Brunch at the Flower Show**

Five hundred and fifty community gardeners and leaders came to see the Show and to join Philadelphia Green to honor the residents of

Champlost Homes, a Public Housing site, by welcoming their beautifully landscaped residence as a Greene Countrie Towne.

#### **Philadelphia Green Exhibit at the Flower Show**

"Reach Out and Grow It" focused on volunteers who are the key and the "planting force" behind the success of all our greening programs.

#### **City Gardens Contest**

- 573 gardens entered the contest
- 385 judges in 90 teams judged the gardens
- 157 winners were honored at a ceremony at the Port of History Museum in October

#### **1992 PHILADELPHIA GREEN ADVISORY BOARD**

Rena Ennis, *Chair*  
James Alexander

*continued*

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photo by Ira Beckoff

A hard-working young gardener, one of the 30 fourth graders from the Huey School in North Philadelphia who came to help plant City Hall in May.

Gladys Blackwell  
Rachel Bagby  
Iris Brown  
James Brown  
Shirley Brown  
Willie Mae Bullock  
C. Charles Carmichael  
Roxanne Christensen  
Maye Clement  
George Davis  
Carmen Delgado  
Florie Dotson  
Gertrude Dyer  
JoAnn Fishburn  
Evelyn Forbes  
Hayward Ford  
Trude Fuchs  
Acia Gay  
Marva Harris  
Annie Hyman  
Leonora Jackson-Evans  
Frank Kieser  
James LaRosa  
Kate Loal  
Dorsha Mason  
Louise Mathis  
Steve Mauer  
Lorraine McGill  
Ingrid Montgomery  
Brenda Nealy  
Jim Norris  
Nellie Reynolds  
Joyce Richardson  
Pearl Romans  
Tomasita Romero  
Linda Ross  
Laura Sims  
Georgeann Smith  
Alex Soroka  
Larry Stier  
James Taylor  
Charles Thomson  
Gloria Trower  
Haroldline Trower  
Sharon Turner  
Marjorie Washington  
Andrea Williams  
Barbara Wolf  
Alice Woods  
Lily Yeh

## Center City Green

For the past four years, Center City Green has worked in partnership with the neighborhood volunteers, businesses and corporations to develop and rehabilitate public green areas. The key ingredient to the success of all the projects is a long-term commitment of the groups involved to become stewards of the restored sites.

The success of the Azalea Garden and the 26th Street Project caught the eye of the board of the Interstate Land Management Corporation who invited The Pennsylvania Horticultural Society to manage their properties along the I-95 corridor from Washington Avenue to Race Street. Center City Green staff members will work with landscape contractors to improve overall horticultural maintenance standards on these sites.

In addition to these new directions, our commitment to earlier projects continues to generate more interest in the community. Grateful thanks to Center City Green Committee chair Ann Reed for her strong leadership.

## ART MUSEUM LANDSCAPE

In the initial Center City Green feasibility study, several committee members expressed the dream that eventually PHS would consider restoring the landscape around the Art Museum. Dreams moved closer to reality this spring when we hired landscape consultant Wallace, Roberts & Todd to conduct the first phase of a landscape rehabilitation plan for the grounds surrounding the Philadelphia Museum of Art. It is an ambitious project, and we're happy to be working in cooperation with staff and board members from the Art Museum and the Fairmount Park Commission.

## TWENTY-SIXTH STREET GATEWAY

Landscape maintenance was the focus of this past year's efforts along 26th Street. The year-old plantings, sponsored by Sun Company, set roots and inspired new plans for the surrounding areas.

Andropogon Associates designed three new sections of plantings for the gateway, located at the four-corner intersection of 26th Street and Penrose Avenue. The construction of this portion of the landscape will start in the fall of 1992. Funded by federal, state, and city highway monies, this will be a joint effort of the Philadelphia Department of Streets, the Pennsylvania Department of Transportation and the Society. CONRAIL has joined the team by providing a four-year commitment for landscape maintenance and plantings along the

railroad embankments on the east side of 26th Street.

## AZALEA GARDEN

The Azalea Garden, rehabilitated during 1988 and '89, unfolded into a vision that captured the essence of spring for many Philadelphians, as well as out-of-town visitors. Our cool spring was a blessing for the plants, giving us an extended season of bloom; but oh, was it chilly at our annual Azalea Garden party on May 7th. Donations from four hundred guests, including a few in fur coats, helped us raise almost half of the monies required for contractual maintenance. Grateful thanks to committee chairs Sallie and Bert Korman, Patsy McLaughlin, John Meyers, Susie and Peter Wilmerding, and Junior Committee co-chairs Brinton Brosius and Elizabeth Eckert.



Nothing deters the Junior Committee of the Friends of the Azalea Garden, including Gardner Walling's rugby injury. Here with Amy Walling, Gardner happily partied. The Junior Committee, now in its third year, is handsome, hardworking, and our future.

We're grateful also to those volunteers who help us not only with fundraising for the Garden, but also with weeding, deadheading and pruning throughout the year. As we receive donations, we continue to replace the aging trees on the Garden's perimeter — twelve red oaks were added this year, several as memorial gifts.

### RIBBON OF GOLD

From the terraces of the Eastern State Penitentiary to the boulevard leading up to 30th Street Station, yellow wildflowers and perennials are blooming and showing off to passersby.

Spring Garden neighbors lengthened the Ribbon of Gold along Spring Garden Street to include the 1700 and 2100 blocks.

We stretched another new piece of our ribbon along a section of Delaware Avenue from Chestnut to Market streets. It features a composition rendered by artist Jay Fuhrman. The living canvas of golden wildflowers is punctuated with stands of sunflowers.

### CITY HALL PLANTING

Truly a citizens' planting at City Hall: PHS members, garden club members, community volunteers, Provident National Bank employees, school children, patients from Magee Rehabilitation Center, and some homeless people came to help the exuberant group that included Mayor Rendell and Councilwoman Happy Fernandez on a bright May day. Together they planted 5,626 annuals in beds in the courtyard as well as on the Market Street side of the building. The heterogeneous group project was funded by Provident National Bank. Fairmount Park and PHS designed and coordinated the volunteer activities. Rumor has it Rendell smiles every time he

looks out the window at the brilliant flowers.

### CENTER CITY STREET TREES

In May 1992, an army of Center City residents and their recruits conducted an inventory of over 2,000 street trees in the area bounded by Walnut, South, and Broad streets and the Schuylkill River. They analyzed the overall patterns of tree health and decay in the neighborhood for a "greening plan" for the area, which was developed by a landscape consultant, the Delta Group.

The "greening plan" branched out to include fall tree care workshops for neighborhood volunteers and a spring 1992 planting of trees in a continuous sidewalk trench adjacent to the Philadelphia School at 25th and Lombard Streets.

### Funding

In addition to the proceeds contributed from the Society's Flower Show, Philadelphia Green is funded through several major sources. The Pew Charitable Trusts funds the Greene Countrie Towne and neighborhood education programs, the staff for the Center City Green program, and the tree planting project for the Center City Residents Association. The William Penn Foundation funds all neighborhood tree plantings and the tree education and awareness endeavors. PHS also receives annual funding for general support for Philadelphia Green through the City's Office of Housing and Community Development. Contracts with the City's Department of Licenses and Inspections and the Philadelphia Housing Authority fund those special programs. Corporate and individual contributions make up the balance; these are listed on page 32.

# Headquarters & Garden

## The Garden



PHS headquarters bustles with activity both inside and out throughout the year. The 18th Century garden continues to turn visitors' heads, no matter what the season. The summer of 1991 brought a sea of yellow *Coreopsis* (*C. verticillata* 'Golden Showers' and *C. grandiflora* 'Early Sunrise') to tie in with the Society's Ribbon of Gold project. During the autumn in the parterres, yellow chrysanthemums bloomed alongside the four permanent, newly-added Sargent crabapples (*Malus sargentii*).

By the spring of '92 the crabapples bloomed with a glorious array of pink, yellow and blue bulbs. Blue pansies and the 3-ft. tall tulip, 'Elizabeth Arden,' were real show stoppers. In the spring, garden volunteers were busy planting a new perennial border in the orchard to add color and excitement to another corner of the garden. Plants in the border included *Chelone lyonii*, *Coreopsis 'Moonbeam'*, *Liriope muscari* 'Variegata', *Baptisia australis* and *Veronica longifolia* 'Icicle.'

Special thanks always go to our dedicated core of garden volunteers who meet each Wednesday morning in the growing season to keep the gardens in tip-top shape.

## Garden Volunteers

Wilma Crane

Edward A. Doelp

Helen Evelev

Lilly Glazer

Johanna Goedel

Charles S. Holman, Jr.

Helen Kaufman

Kitty Lapp

Matthew H. McConnell

Jane M. Newcomer

Harriett Richards

Kinnie Schmidt

Frances Vollmer

Ascher Zaeger

## Exhibits

Miniatures were the theme for the summer and holiday month exhibits during 1991 on the first floor of Society headquarters. Bruce Barnstead, chair of Miniature Settings at the Flower Show, coordinated an exhibit of miniature scenes by various local artisans. During December we were treated to Holiday Circus, featuring the miniature circus of Marc Carl. The schedule was rounded out by Chinese ink drawings and calligraphy by Beth Ann Johnson and two botanical art exhibits by Maine artist Linda Funk and local artist Lois Taddei.

New members explore the Society's garden at a June reception. Volunteers keep the 18th Century and back garden beautiful through the seasons.



photo by Ira Beckoff



## Contributions

### MAJOR CONTRIBUTORS

#### Flower Show

AT&T

Byers' Choice Ltd.

Drinker Biddle & Reath

CoreStates Trust & Investment  
Group

EZ-101

The Local GMC Truck Dealers

Meridian Bank

Philadelphia Flower Show, Inc.

Alfred M. Campbell, Jr.

Vice President/Treasurer

J. Liddon Pennock, Jr.

President

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Philadelphia Electric Company

Philadelphia Flower Show, Inc.

The William Penn Foundation

The Pew Charitable Trusts

Scott Paper Company

Sun Company, Inc.

#### Corporate Program

During the past year the Society has received generous donations from many sources, including a donation of at least \$750 for our community outreach programs from each of the following corporate members:

ARCO Chemical Company

Bell of Pennsylvania

Berwind Corporation

Boeing Helicopters

Campbell Soup Company

The Chevron Companies

Consolidated Rail Corporation

CoreStates Bank, N.A.

Mellon PSFS

The Mutual Assurance Company

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Technitrol, Inc.

#### Contributors

Listed below are those contributors whose gifts of money or services were in excess of \$250. Where a couple or company is listed, the gift was in excess of \$500.

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CoreStates Financial Corp.  
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Bank  
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photo by Ron Williams  
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Mrs. Craig W. Muckle  
Emily H. Mudd

Who doesn't like a moment in the sun, brightening up the city. Here, head injury patients from Magee Rehabilitation Center join in the City Hall planting. And did they work hard!

photo by Ira Beckoff



Kathleen Mulhern  
 Mrs. W. Beverly Murphy  
 Frank H. & Janet Mustin  
 Mr. & Mrs. Jeffrey M. Navon  
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Dangerous! Handle with Care. A worker at Flower Show set-up gingerly moves into place one of the 700 cacti shipped from the Southwest for the Show's central exhibit.

photo by Ira Beckoff



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## Staff

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Jane G. Pepper President Flower Show Manager	Jean Byrne Director of Publications	Denise Flores Administration Manager, Philadelphia Green
J. Blaine Bonham, Jr. Executive Director, Philadelphia Green	Janet Carter Assistant Education Specialist, Philadelphia Green	Jonathan Frank Operations Administrator, Philadelphia Green; Shows Floor Manager
Kalyan Bhagratty Assistant Coordinator, Philadelphia Green	Lillian Ciarrochi Manager of Accounting	Eileen Gallagher * Neighborhood Coordinator, Philadelphia Green
Leslie E. Bowen * Publicity Secretary	Linda Davis Membership Secretary	John Gannon Administrative Assistant, Center City Green
Ramon Burgos * Clerk, Philadelphia Green	Linda Dickerson Administrative Assistant, Philadelphia Green	Jose Garcia * Tree Program Intern, Philadelphia Green
Gina Burnett * Activities Coordinator Assistant, Philadelphia Green	Ann Domalevicz * Receptionist Flower Show Competitive Classes Secretary	Ellen Gittleman * Communications Assistant
Kim Bursic * Book Conservator's Intern	Janet Evans Librarian	Elinor Goff * Library Aide

\* Part-time

Peggy D. Grady Assistant Librarian/ Horticulturist	Mindy Maslin Tree Education Specialist, Philadelphia Green	Eugene Reeves Youth Program Specialist, Philadelphia Green
Lillian Greenberg * Book Conservator	Sally McCabe Education Specialist, Philadelphia Green	Joseph P. Robinson Editorial Assistant
Michael W. Groman Site Development Manager, Philadelphia Green	Elizabeth McGill Administrations Assistant/ Hospitality Coordinator, Philadelphia Green	Marie Rodia Receptionist
Ellen Gross * Receptionist Flower Show Special Activities Coordinator	Frank McGovern Custodian	Patricia Schrieger Education Manager, Philadelphia Green
Betsy Gullan Membership Activities Manager	Marge Meer Flower Show Competitive Classes Coordinator	Peggy Siner Bookkeeper/Payroll Administrator
Deborah Hall Philadelphia Housing Authority Projects Coordinator, Philadelphia Green	Eve Miller Secretary, Education, Philadelphia Green	Julia Sokol * Activities Assistant, Philadelphia Green
Elizabeth Hauck Administrative Assistant Harvest Show Coordinator	Kathleen Mills Horticulturist	Lisa Stephano Communications Manager
James Holahan Assistant Coordinator, Philadelphia Green	Thomas Mishler Community Landscape Architect, Philadelphia Green	Kate Swartz Coordinator: Center City Green Volunteers, and Friends of the Azalea Garden
Dawn Johns Secretary, Site Development, Philadelphia Green	Cheryl Lee Monroe Administrations Manager	Mark Teller Lotscape Program Coordinator, Philadelphia Green
Betsy Johnson Site Development Administrator, Philadelphia Green	Jeffrey Myers Education Specialist, Philadelphia Green	Clara Troilo * Receptionist
Melinda Johnson Assistant Coordinator, Philadelphia Green	Sandra K. Myers * Library Cataloger	Anne Vallery Project Coordinator, Philadelphia Green
Verlene Johnson Neighborhood Coordinator, Philadelphia Green	Flossie Narducci Activities Coordinator, Philadelphia Green	Ignatius Weekes Education Specialist, Philadelphia Green
Anne Letter * Flower Show Advance Ticket Sales	Kathryn Newland Project Coordinator/ Landscape Architect, Center City Green	Ellen P. Wheeler * Preview Dinner Coordinator
Ed Lindemann Senior Horticulturist Flower Show Designer	Barbara Olejnik Manager, Center City Green	Veronica Whiten Receptionist/Secretary, Philadelphia Green
Carol Lindemann * Administrative Assistant	Susan Burpee Phillips Tree Program Coordinator, Philadelphia Green	Delcina Wigfall Assistant Coordinator, Philadelphia Green
Carol C. Lukens * Editorial Assistant	Eva Ray Assistant to the Director, Philadelphia Green	Mary Williams Housekeeper
		Winfred Young Assistant Coordinator, Philadelphia Green



## *Report of the Finance Committee*

### **Finance Committee**

J. Howard Brosius, *Chair*  
W. Thacher Brown  
William D. MacDowell  
Bruce McConnel, 3rd  
Kathleen G. Putnam  
Robert S. Ryan  
Barbara H. Teaford  
Patricia L. Wilson



We are pleased to report another successful year for the Society in which our revenues exceeded expenditures. These are set forth in the statement of our Operating Fund shown in this report.

The audit report for the year ended June 30, 1992, presented by the Society's auditors, Ernst & Young, was reviewed and accepted. Excerpts shown here are included in the complete report available for inspection at the Society's office.

Stratton Management, Inc. handles the investments for our Operating and Endowment Funds, exclusive of the Schaffer Trust. During the year, the committee met periodically with representatives of the Mellon Bank and the CoreStates Investment Advisers, managers of the investment portfolios for the Elizabeth Schaffer Trust and the Society's Pension Plan respectively.

The Society is grateful for a bequest from the estate of Hannah B. Hagens.

### **STATEMENTS OF FUND BALANCES Years Ended June 30, 1991 and 1992**

	<b>Operating Funds</b>	<b>Endowment Funds</b>		
	<b>Undesignated</b>	<b>Unrestricted</b>	<b>Restricted</b>	<b>Total</b>
Balance, June 30, 1990	\$1,442,319	\$3,169,900	\$83,530	\$4,695,749
Excess of operating fund revenue over expenses	401,455			401,455
Interfund transfer	(111,430)	111,430		
Investment income — restricted			5,193	5,193
Expenditures — restricted			(5,300)	(5,300)
Gain on sale of investments		2,092		2,092
Balance, June 30, 1991	1,732,344	3,283,422	83,423	5,099,189
Excess of operating fund revenue over expenses	443,199			443,199
Restricted contributions			115,000	115,000
Interfund transfer	(5,000)	5,000		
Investment income — restricted			3,584	3,584
Expenditures — restricted			(3,500)	(3,500)
Gain on sale of investments		77,701		77,701
Balance, June 30, 1992	\$2,170,543	\$3,366,123	\$198,507	\$5,735,173

## STATEMENTS OF OPERATING FUND INCOME

	<u>Year Ended June 30</u>	<u>1992</u>	<u>1991</u>
<b>Operating revenue:</b>			
Membership dues	\$ 349,732	\$ 327,176	
Designated contributions	13,188	4,806	
Flower Show	2,881,448	2,747,936	
Preview Dinner	591,170	615,114	
Philadelphia Green grants, contracts, and contributions	1,946,662	1,748,046	
Membership and other activities	60,016	56,599	
Flower Show grant	50,000	50,000	
Other income	69,344	62,091	
	<u>5,961,560</u>	<u>5,611,768</u>	
<b>Operating expenses:</b>			
Salaries	607,136	553,723	
Other employee expenses	148,137	117,118	
Building maintenance and utilities	73,723	72,281	
Depreciation and amortization	31,082	31,745	
Administrative, supplies, and insurance	115,020	112,137	
	<u>975,098</u>	<u>887,004</u>	
Less allocation of overhead to Flower Show	( 349,504)	( 294,215)	
	<u>625,594</u>	<u>592,789</u>	
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Philadelphia Green (including salaries and other employee expenses: 1992— \$1,108,698; 1991—\$1,017,628)			
Publications	2,444,398	2,533,513	
Flower Show, including allocation of overhead	209,681	219,662	
Preview Dinner	2,130,723	1,873,036	
Library	255,162	236,559	
Membership and other activities	34,848	31,416	
Special projects	183,508	163,109	
	<u>53,913</u>	<u>54,140</u>	
	<u>5,937,827</u>	<u>5,704,224</u>	
(Loss) Gain from operations	<u>23,733</u>	<u>( 92,456)</u>	
<b>Nonoperating revenue:</b>			
Invested funds and savings accounts	343,087	310,680	
Schaffer Trust	38,612	44,782	
Undesignated contributions	\$ 32,767	27,019	
	<u>414,466</u>	<u>382,481</u>	
Bequest	438,199	290,025	
	<u>5,000</u>	<u>111,430</u>	
Excess of revenue over expenses	<u>\$ 443,199</u>	<u>\$ 401,455</u>	

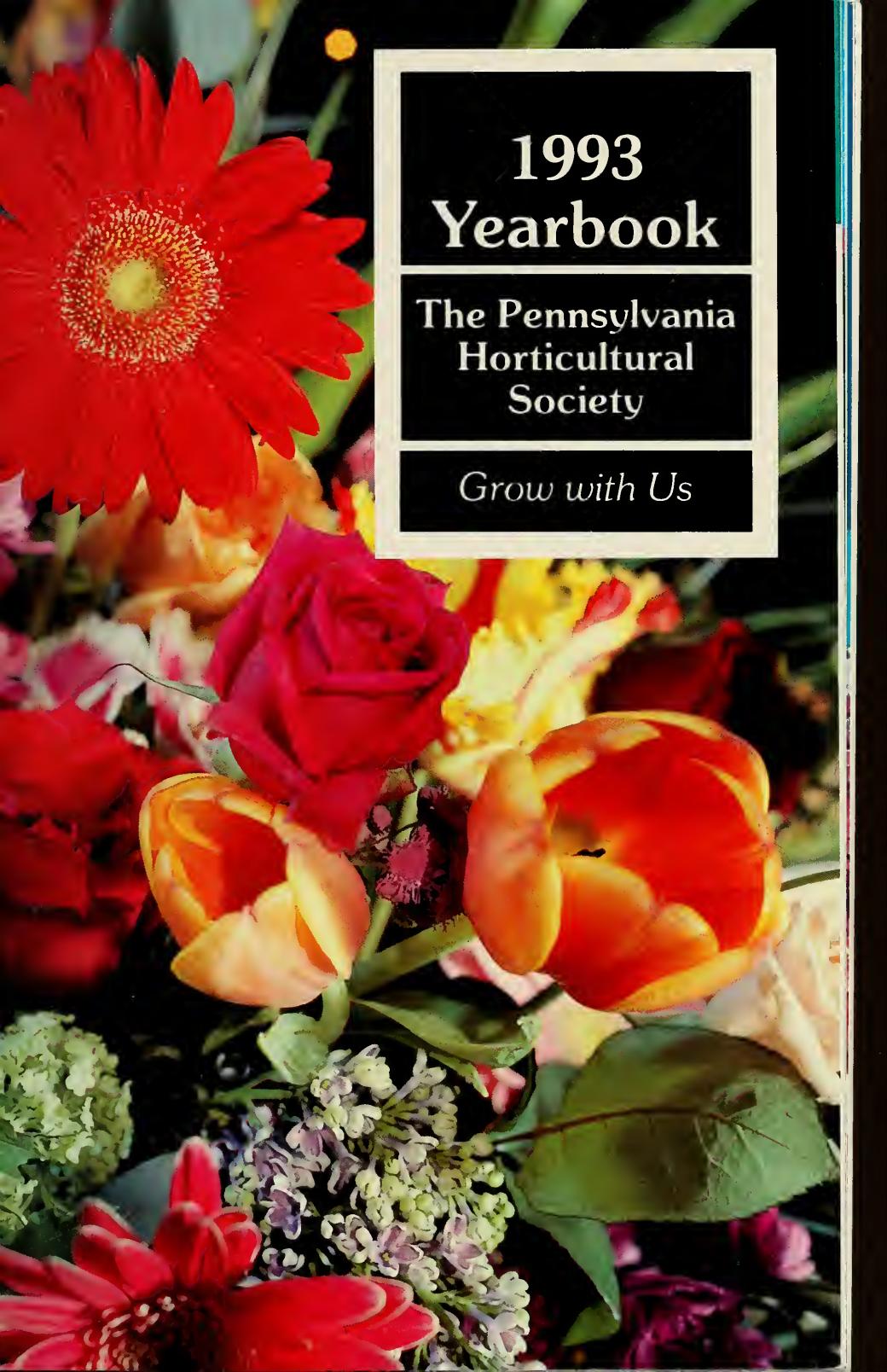
A child's imagination turns a plain yellow pumpkin into a golden carriage at the Harvest Show.





A perfect whistle-stop for Barbara Bush who set off a wild and warm welcome during her mid-week visit to the Philadelphia Flower Show. Primrose Junction is LeRoy LaBold's exhibit "Anticipation." Shown here are Jane Pepper (back to camera); Barbara Bush; Morris Cheston, Chair, Flower Show Executive Committee; and LeRoy LaBold of LeRoy's Flowers & Gifts, Inc.

photo by Ron Williams



A large, vibrant bouquet of flowers serves as the background for the entire page. The bouquet includes several red gerbera daisies with prominent yellow centers, several red roses in various stages of bloom, several yellow tulips, and clusters of small purple and white hydrangea flowers. The arrangement is dense and colorful, filling the lower two-thirds of the frame.

# 1993 Yearbook

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The Pennsylvania  
Horticultural  
Society

*Grow with Us*



# The Pennsylvania Horticultural Society 1993 Yearbook

*July 1, 1992 to June 30, 1993*

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*The Pennsylvania Horticultural Society  
Independence National Historical Park  
325 Walnut Street  
Philadelphia, PA 19106-2777*

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Fax (215) 625-8288

◀ Oleh Tretiak skied to the Philadelphia Flower Show on March 13 from his home in the Art Museum area after the Blizzard of the Century dumped a foot of snow on the City. The Flower Show, one of the last holdouts, finally closed when the city announced no public transportation would be running that afternoon and probably not the next day.

photo by Ron Williams

Front cover photo taken at the 1993 Flower Show by Ira Beckoff

# Message from the Chair and the President

**W**hen the Long Range Planning Committee, under Patricia Wilson's leadership, completed its work in November '92, it was exciting to see that the Committee's discussions had already propelled teams of staff and volunteers into action. In the final report, the Committee grouped the Society's goals under three broad headings: • the Philadelphia Flower Show; • greening Philadelphia; • dissemination of horticultural information.

One obvious key to our future is the continued success of the Flower Show, an event that brings acclaim to our City, to our exhibitors and to the Society, not to mention revenues that enable us to pursue our goals as a provider of horticultural information and as an organization with a deep commitment to greening Philadelphia's neighborhoods and public landscapes.

One of the challenges for the Flower Show's future is to continue to produce the highest-quality Show in spite of escalating costs for both exhibitors and the Society. Planning groups are addressing these issues, as well as the requirements for a smooth transition from the Philadelphia Civic Center to the Pennsylvania Convention Center for the '96 Show. This wonderful new centrally located facility presents a host of opportunities for amenities currently not avail-

able at the Civic Center, as well as the challenge of orienting exhibitors, volunteers and visitors to a new building and location.

As we anticipate the 20th anniversary of the Society's first community gardening project, it is rewarding to reflect on the expanded scope of Philadelphia Green and its impact on Philadelphia's neighborhoods. In addition to dedicating Strawberry Mansion, our seventh Greene Country Towne, in the past year, we also hired a landscape architect to assist community development organizations with site plan-

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*The Long Range Planning Committee completes its work.*



ning, thus enabling the Society to broaden its services available to the community through Philadelphia Green.

In keeping with goals set in the Society's 1985 Long Range Plan and reaffirmed in 1992, we have also seen growth in Philadelphia Green's public landscapes projects, previously called Center City Green. Last fall and this spring we made significant additions to the 26th Street Gateway landscaping improvements, and for the second year we were pleased to cosponsor, with the Fairmount Park Commission, the planting of annuals at City

Hall, thanks to funding provided by PNC Bank, the Philadelphia Flower Show's presenting sponsor.

As a provider of horticultural information, the Society offers a range of opportunities for both members and the broader public, from our Library to *Green Scene*, from the Harvest Show to the Junior Show, and an array of educational possibilities. The Long Range Planning Committee recommended that we continue to offer these services, and in an effort to improve them, we have added a coordinator in the Members department and formed a staff educa-

*continued*

photo by Ira Beckoff

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PHS president Jane Pepper and chair Morris Cheston. In addition to his role as vice-chair for four years, Cheston served as Flower Show chair for the 1992 and 1993 Flower Shows.

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tion committee to encourage cross-fertilization of ideas and programs throughout the organization.

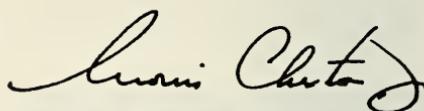
The Long Range Planning Committee also recommended centralizing our fundraising functions and Council member Ann Reed agreed to chair our newly formed Resource Development Committee. The first test for this Committee arrived sooner than we had expected when the blizzard forced us to close the Flower Show, resulting in an estimated revenue shortfall of \$510,000. The response from our members and friends to our Blizzard Recovery Fund was speedy, generous and heartwarming. As we closed the fiscal year, on the Long Range Planning Committee's recommendation we hired a part-time development manager.

This Committee also suggested that we strengthen the common identity among the Society's many activities. It's clear, for example, that many Flower Show visitors have no idea that the Pennsylvania Horticultural Society produces the Show, or that Show revenues are invested in Philadelphia Green. We believe that the perception of the Society will be greatly enhanced if it is viewed as an umbrella under which many activities fall and have formed an Identity Committee to help us achieve this goal.

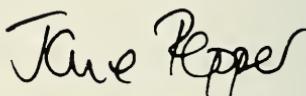
Despite the blizzard of '93, it's been another great year for the Pennsylvania Horticultural Society. Our thanks go to our officers, Council members and all other volunteers who have made generous contributions and have given so much of their time, energy and enthusiasm to the Society over the past 12 months. In particular, we wish to acknowledge with much gratitude the contribu-

tions of Don Felley, who completed his term as PHS Chair in December '92. The Society greatly benefitted from his wisdom over the past four years, and we're glad he will stay involved as a member of Council.

We also commend the members of the Society's staff for their enthusiastic and effective participation in the Pennsylvania Horticultural Society's affairs, and finally thank you, our members, for your support of this great organization.



**Morris Cheston, Jr.**  
Chair



**Jane G. Pepper**  
President

Long Range Planning Committee

# Looking to the Year 2000

**Looking to the year 2000:** the Pennsylvania Horticultural Society crosses generational, gender and racial lines as well as economic levels to contribute what we do best in the city and in the suburbs — we grow things and we show things; we know things, and we share that knowledge.

*continued*



photo by Ira Beckoff

Long Range Planning Committee

# Strategic Objectives for the Pennsylvania Horticultural Society

## Introduction

**E**stablished in 1827 to provide access to horticultural information to the residents of Pennsylvania, the Pennsylvania Horticultural Society continues this 166-year-old rich tradition. Today, we fulfill our mission by involving a myriad of people in many activities to improve the quality of life in the Delaware Valley and beyond.

As the producer of horticultural shows, including the internationally acclaimed Philadelphia Flower Show, we bring together diverse people to celebrate the wonders of growing things. We collect and disseminate horticultural information, teach gardening skills, and stimulate enthusiasm for our environment through horticulture. As a catalyst for the improvement and development of urban green space, we demonstrate stewardship of the city's "emerald framework" and motivate others to do the same. In all of these ways, PHS contributes to the economic well-being of the region by attracting thousands of tourists to the area each year and by helping to make Philadelphia a more livable city.

### PHS Mission and Principles (Adopted in 1985; reaffirmed in 1992)

The Pennsylvania Horticultural Society seeks to inspire residents of the Delaware Valley and beyond to practice the art and science of horti-

culture. Our Society is made up of members, volunteers, and an expert professional staff. The settings vary and there are many programs, but together:

- We grow things — flowers, vegetables, fruit, trees, minds.
- We advise long-time horticulturists and provide them with a means of displaying their successes and learning from each other.
- We encourage and teach first-timers who have never tended a seedling to do their own growing.
- We convert horticultural disinterest into interest, interest into enthusiasm, enthusiasm into action.

A basic part of our mission is to alter fundamentally how people in the Delaware Valley perceive their own community. We encourage them to dream, to imagine the extraordinary vitality of a place brimming with horticultural activity. We help them convert those dreams into reality, to take the "dead spaces" in the Delaware Valley and turn them into green spaces full of life.

The resources and volunteers that have helped PHS flourish are drawn heavily from throughout the Delaware Valley. Yet the cultural core of this region is the City of Philadelphia. For this reason, PHS programs should include attention to that core, continuing to bring it to horticultural life.

## *Planning Ahead to 1996*

PHS joined the opening celebration at the Pennsylvania Convention Center in June to provide a foretaste of exhibit wizardry when the Philadelphia Flower Show moves to the Convention Center in 1996. Jamie Rothstein, whose grand arrangements have long been part of the Flower Show, pours her enthusiasm into her work at set up at the 1996 site. In addition, J. Franklin Styer Nurseries, Inc. created a beautiful formal garden that included antique sculptures provided by Hobensack and Keller who supply so many of the handsome accessories used at the Flower Show.

photo by Ira Beckoff





Over the year, many of our 7,800 members participated in the Society's activities. They enthusiastically attended lectures, field trips, workshops, and classes on horticultural topics, garden design, flower arranging, and related crafts.

Highlights of the activities year

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## *We did it all: plant dividends; trips abroad; out-of-state visits; area gardens.*

On top of the world Down Under: Twenty-five PHS members spent 23 days touring 24 gardens all over Australia and New Zealand; here they visit the private Hascombe garden in the mountains of Macedon, Victoria, Australia.

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included the Annual Plant Dividend, spring garden visits in the Wilmington area, Society Hill, and the Main Line, plus four extended trips to outstanding gardens in Australia/New Zealand, Southern Scotland/Northern England, Connecticut, and Long Island.

During the Flower Show, 300 members/volunteers staffed the Membership/Information Booth on the exhibit floor and the successful new Garden Shop in the Marketplace.

Many thanks go to members who opened their splendid gardens this spring for other members to enjoy. We are grateful to the many hard-working volunteers who make possible the Members' Preview at the Harvest Show, who staffed both booths at the Flower Show, and to the Members Committee for all their many hours of help and direction throughout the year.

### Garden Visits

#### **Wilmington**

Leslie and Sarah Jastak Burgess  
Mr. and Mrs. Bruce Kaiser  
Dr. and Mrs. Richard W. Lighty  
Mr. and Mrs. Christopher Mosely  
Mt. Cuba Center for the Study of Piedmont Flora

#### **Society Hill and Queen Village**

Mr. and Mrs. James F. Bodine  
Erica Flory and Michael Hauptman  
Jane Friedman  
Libby Goldstein  
The Hill-Physick-Keith House  
Gretchen Hoekenga  
Mr. and Mrs. John Lloyd  
Mr. and Mrs. Ted Newbold  
The Philadelphia Contributionship  
The Powel House  
The Southwark/Queen Village Garden

## Main Line

Mr. and Mrs. Thomas E. Beach  
Mr. and Mrs. Connell Cannon  
Dr. and Mrs. Brian Murphy  
Mr. and Mrs. Stephen Phillips  
Peggy Tilghman  
Maxine West  
Mr. and Mrs. David Wilmerding

## Publications

**The Cookbook:** The big news this year is that Sally Graham and Sandy Manthorpe teamed up as co-chairs to organize publication of a PHS Cookbook: *Great Recipes from Great Gardeners*. They commanded the yearlong project of obsessed overachievers who solicited 800 recipes; pulled together copy, photos, art; developed a marketing plan; and

found a printer. The Cookbook Committee accomplished the unthinkable: a 272-page book on the brink of publication at the end of the fiscal year. More on this next year.

**Identity:** In line with the new Identity Committee, staff reviewed all publications and adopted where feasible a new identity line: for example, The Pennsylvania Horticultural Society's *Green Scene*, or the Pennsylvania Horticultural Society's *Flower Show Program*.

**Green Scene** continues to carry its horticultural message along the Mid-Atlantic; its extension to organizational subscribers as far away as Texas, North Carolina and Rhode Island gives us special added pleasure boosting our circulation to between 14-15,000 copies.

*continued*

A cookbook in the making: Jill Evans (extreme right), chair of Recipe Collection and Selection, oversees a recipe testing session at PHS. As a result of committee collection, cooking, prep and testing, 495 recipes were selected from among 800 for the book, along with 250 food preparation tips.

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photo by Ira Beckoff





photo by Ira Beckoff

New members are welcomed at an Open House at PHS in June. Here Mary Ann Thomas (right) of the Members Committee offers refreshments to a new member during the tour. Also greeting people is committee member Melinda Moritz (dark glasses).

**Green Scene's 20 Year Index** of stories and authors distributed in September '92 shows that approximately 640 people have written for us over our first 20 years. Some of these writers, who appeared in *Green Scene's* pages for the first time, have gone on to write books or publish articles in national magazines and newspapers.

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**The Philadelphia Flower Show Program** suffered a chill from the blizzard, and we brought home a few more copies than we'd like. Normally we sell out, or come close to it, on the last Sunday. We were headed in that direction, but alas it was not to be. Too bad, it was a beautiful issue; if you haven't seen it, we still have some copies available.

**PHS News:** space, space, our kingdom for more space. Well, we ended the agony of continually cutting li-

brary news by adding two additional pages four times a year, devoted to book, video and slide listings as well as other library news. For reaction to our success see the Library report below. We're all smiles.

## Library

### What's new?

Launched as a quarterly supplement in the *PHS News* in August of 1992, *Book Ends* features new and noteworthy book and video tape additions to the PHS Library, plus library news and services. We know members read it because we've received over 300 loan requests from it. Total book and video circulation this year: 3,200 items.

The strategy of "e pluribus unum" — one composed of many — applies not only to governments but also to

information networks. The library joined the newly formed computer consortium of the Council on Botanical and Horticultural Libraries (CBHL). This consortium holds much promise in sharing resources, information, and expertise by electronically "connecting" the CBHL libraries participating in the consortium and thus improving services to all constituents.

### **What's ongoing?**

The Book Sale, an annual library event held each September, was very successful. We sold over 500 books, which brought in \$4,900.

The Friends of the Library evening featured Dr. Alfred E. Schuyler who spoke on plants collected on the Lewis and Clark expedition. Contributions to the Friends of the Library totalled \$5,400.

The Horticultural Hotline (215-922-8043) provides quick answers to garden questions. Hotliners answered over 2,400 calls in 1993.

## **Headquarters Exhibits**

Exhibits staged at our headquarters educate and entertain.

The Wetlands Institute of Stone Harbor, New Jersey, combined efforts with artist Alice Cook to teach us the importance of saving our marshlands.

Historic Germantown, a joint effort of Wyck, Cliveden, and Maxwell Mansion, displayed the splendor of area Victorian gardens.

Woodworker Carl Dahlgren delighted us with his handcrafted rocking horses during the holiday season.

In the spring, Flower Show Executive Committee member Alan Slack shared another of his many talents with us in his art exhibit, Fairmount Park: Natural Reflections.

The periodicals nook is only one spot in the library for browsing. A gardener's treasure trove, the Society maintains one of the largest area collections of horticultural books, and a smaller collection of slides and videotapes, for borrowing (in person or by mail) or browsing.

photo by Ira Beckoff



# Volunteers

In the forefront and behind the scenes

**O**ne year, a Competitive Class chair at the Flower show clipped a pedometer to her ankle; she found that she walked at least 100 miles that week. She came to work at 5:30 in the morning and went home at 6 p.m. Once home, she phoned committee people and exhibitors.

She cheered on the successful and smoothed hurt feelings. Every bit the entrepreneur, her contribution could be equated to that of a manager of a small business.

Her name: Volunteer.

Multiply that volunteer by hundreds and you have the engine that moves the Pennsylvania Horticultural Society. Women and men — they fret with staff over activities and volunteer space; revenue shortfalls and ongoing investments; they invite, cajole, support and empower exhibitors; they address envelopes and organize hundreds of judges from across the country; they dust exhibits, polish silver, write letters or draw up marketing plans for a project.

They prune and weed; counsel staff; study proposals. They get babysitters, postpone vacations, put their clients on hold; in other words, whatever it takes, they simply show up whenever they're needed.

They are our heart, our eyes, our ears. Many of their names are listed in the Committee section of this book starting on page 34. We know some names may have slipped by us, and we know that without each and every volunteer, named here or not, the activities in this Yearbook would be unthinkable.

## Thank You

*You Make it All Possible*

photo by Ron Williams



(left to right) Dee Peck, Carol Keupper and Tam Hartell prepare nomenclature lists at the

Flower Show. Informing the public and collecting information about plants successfully forced for each Show for future exhibitors are some of the reasons the Nomenclature Committee works through the year to maintain and update the 7,900 plant names of plants exhibited at past shows.



New member Bill Roman signs up at Open House to volunteer to work at one of the nearly 100 slots required at the members' booth at the Flower Show.

photo by Ira Beckoff



photo by Ira Beckoff



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▲ Many volunteers start by working at the Flower or Harvest shows, others start at the Junior Show, in the garden, or on one of the many committees listed in the Committee section of this book.

## Philadelphia Flower Show

Philadelphia Civic Center — March 7–14, 1993  
Judging and Preview — March 6, 1993

  
**I**ooking back on Flower Show '93, there's lots to remember — and lots to forget.

Banish from your memories the blizzard of March '93 that dumped 12 inches of snow on Philadelphia and left the Show aisles vacant, thousands of potential visitors disappointed, and our cash registers silent for the final two days. Remember instead the towering delphiniums and stately digitalis; a special flower arrangement, an exuberant pot of daffodils; and our feature exhibits, staged by the National Trust for Scotland and Gale Nurseries, and by the Delaware Valley Chapter, American Rock Garden Society with Scottish nurseryman Jim Jermyn.

These features were not only beautiful, but also great examples of horticultural cooperation. Designs flew to and fro for three years in advance planning, and when the Scots arrived they worked side by side with their American counterparts to produce outstanding exhibits for a magnificent Show.

Besides the team from Scotland,

we hosted exhibitors from Barbados, Italy and Korea as well as floral designers from Bermuda, Canada and Mexico who participated in an international day in the niche classes. We welcomed again a stellar cast of horticultural experts from the Delaware Valley, who along with our visiting exhibitors created a dazzling Show.

In preparation for a survey at the Show, we learned from several focus groups that Show visitors want not only to be dazzled and entertained, but also to have plenty of opportunities for information gathering. Adding to our existing educational opportunities, we began to work toward making the Show even more "user friendly" by recruiting a whole new team of information volunteers. We also augmented our volunteer crew with an effective sales force to help the Members department open a new booth in the Marketplace. Before the storm closed the Show, Marketplace sales were excellent, and we have high hopes for this new marketing endeavor next year.

PNC Bank joined us once again as the Show's Presenting Sponsor, an association that's of great mutual benefit to both organizations. In addition to a generous financial contribution, PNC provides promotional support to the Show in many ways, and this year as a followup the Bank funded a half-hour program on WHYY Channel 12, a beautiful piece that aired in late June and that will run again before the '94 Show.

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*The storm hits;  
exhibitors come from  
abroad; a survey  
of show visitors;  
sponsors.*

We're most grateful to the following organizations who were also Show sponsors: Acme and Jergens, AT&T, Byers' Choice Ltd., CoreStates Trust and Investment Group, Drinker Biddle & Reath, B-101, Korman Suites, Meridian Bank, Philadelphia Magazine and Xerox Business Service. Grateful thanks also to Philadelphia Flower Show, Inc. for its continuing long-term support of the Show.

During the first six days of the Show, attendance was excellent, with ticket sales running slightly above 1992, one of our best years. In early afternoon, Saturday, March 13th, as City and State officials shut mass transit systems and highways, we had to close the Show. Dawn of the last Sunday brought bright sun, but snow-covered roads were iced over and mass transit systems remained shut giving us no alternative but to keep the Show closed. In most years we have 50,000 to 60,000 visitors on the final weekend. This year we sold

1,200 tickets on Saturday and limped in with a final ticket count of 167,255 compared to 223,253 in '92 and 210,453 in '91.

## 1992 Harvest Show

*Harvest of Champions*, the 1992 Harvest Show, chaired by Sandy Manthorpe, was attended by over 4,500 visitors. The design section carried the Olympic theme with class titles *High Jump*, *Tumbling*, *Freestyle* and *Triathlon*.

In the preserved products section, new modular staging allowed entries to be staged together and judged in place. The new staging was success-

*continued*

photo by Ira Beckoff

Michael Kostrubiak, supervisor at Gale Nurseries, trims some of the 1,110 boxwood plants installed as part of the Central Feature at the Flower Show. The exhibit, a collaboration between PHS, Gale Nurseries and the National Trust for Scotland, presented representations of two great Scottish gardens: the great formal gardens at Pitmedden and the Crathes Castle Garden.



photo by Ira Beckoff



The Harvest Show introduces us all to new garden produce and flowers.

ful; people could easily find and view the products.

The Autumn Games were added to the children's activities to augment the ever-popular scarecrow making,

pumpkin painting and seed masks. The bean put, pumpkin push and sack slalom proved to be as much fun for the spectators as for the contestants.

Huey School students prepare to move their rain forest trees, made from natural materials for the Central Feature, to the Junior Show.



## 1993 Junior Flower Show

First Bank on Third Street,  
May 19 & 20

"Growing Healthy," this year's theme, attracted 1,268 entries from children K through 12. Forty schools, 12 Scout Troops and 4-H clubs made 863 horticultural and 405 artistic entries.

The Central Feature this year was "Recycled Rainforest," a special project done by fourth graders from Huey School, portraying their interest in preserving the environment. They included in the exhibit fruits, vegetables and grains grown in the rainforests — by displaying a combination of replicas made from recycled material and actual products from the supermarket.

# Communications

**M**ore than 1,100 clippings from national and local newspapers and magazines carried news of the 1993 Philadelphia Flower Show.

In keeping with our goal this year to create public awareness of PHS's connection to the Flower Show and the Philadelphia Green program, we conducted an intensified identity effort through Flower Show publicity materials as well as on the Show poster and in advertising. Initial results show that many newspaper articles and television stations picked up the connection between PHS and the Flower Show, and mentioned Philadelphia Green as the recipient of Show revenues.

To increase exhibitor recognition, a Publicity Workshop was conducted for Flower Show major exhibitors in January. Exhibitor feedback coupled with results from PHS's local media campaign are encouraging — 44 of the Show's 50 major exhibitors were featured in multiple publications in-

cluding cover stories in *The Washington Post*, *the Philadelphia Inquirer*, *Historic Preservation Magazine*, *Applause Magazine*; feature coverage in *The New York Times*, *The Christian Science Monitor*, *Organic Gardening*, *Home Magazine*; television coverage on *CBS This Morning*, *WHYY-TV*, *CNN Travel* and a story on National Public Radio.

Jane Pepper's gardening column in *the Philadelphia Inquirer* has expanded to include Friday as well as Sunday. Jane also is the spokesperson for a series of daily garden tips on radio station B101.1 (formerly EZ-101).

A current promotion on radio station WFLN-FM, sponsored by Flower Show Presenting Sponsor PNC Bank, carries PHS's message further with commercials that encourage listeners to participate in PHS programs, membership activities and events. The commercials will continue daily through 1993.

John Street, president of Philadelphia City Council, joins in honoring the neighbors at the dedication of the Strawberry Mansion Greene Country Towne. TV stations, radio and the print media reported on the completion of the 170 greening projects in the 200 square block area, newsworthy as a model for community gardening projects across the country.

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photo by Ira Beckoff

# Philadelphia Green

Greening neighborhoods and public landscapes throughout Philadelphia

**P**erched on the 8th floor on the corner of Fourth and Chestnut streets, some of the Philadelphia Green staff offices overlook Independence National Historical Park spread over several blocks and crowded with trees. The ravishing sight of these trees through the seasons continually reaffirms our longing to imprint more and more of the city in the park's likeness.

So trees, trees and more trees have been one of Philadelphia Green's major development and educational focuses this year.

Dubbing ourselves Tree Champions, we knocked on doors to enjoin neighbors in treeless areas to commit with us to planting street trees. They lavished them with lots of water and attention as the trees made their homes along with the neighbors. A hot new group of trained volunteers, the Tree-Tenders, fanned out over the neighborhoods to reinforce the message: maintenance is all. People cooperated in new ways, organizing tool pools of lawn mowers and weed whackers to maintain their mini-parks.

We went into the schools to tell the children and the teachers about the environment and trees with Environmental Jeopardy and Tree-mendous

Feats games. Young people learned they can leave their signature on the landscape in positive and constructive ways. While adults planted the small tree parks in Ludlow, Fairhill, Norris Square and many other North Philadelphia neighborhoods, some "nurseries" were also established in area schoolyards; the students know they have a stake in the future of their communities and they are learning about growth over the long term. The trees from the schoolyard nurseries will be planted in their neighborhoods.

Philadelphia Green began a two-year program, sponsored by the Beech Corporation and funded by the William Penn Foundation, to green the George Meade School in the Cecil B. Moore neighborhood in North Philadelphia. The children grew plants from seeds under lights and won some ribbons for them at the Junior Show. Staff worked with the students, parents, teachers and neighbors to develop a plan for a teaching garden at the School, which will be used to incorporate art, history, math and science lessons.

We've added a community landscape architect to our staff who has begun by managing the Meade School project and working with senior citizens living in two Guild House communities in North Philadelphia to create their own landscape plans.

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*We're the Tree  
Champions.*

A New  
Greene Country Towne  
Green permeates the city's land-

scape: Strawberry Mansion, on a beautiful sunny fall day, was dedicated as the Society's Philadelphia Green program's seventh Greene Countrie Towne. The scarlet-robed Most Precious Blood Church Choir raised a welcoming song as neighbors, City Council President John Street and other city officials, PHS Council members and staff, funders,

and friends gathered to celebrate the completion of four years of work — more than 170 greening projects dominated by bucolic murals, streets newly shaded with trees and blocks full of colorful flowers. Every leafy tendril in these blocks is entwined with a new pride of place and neighborly connectedness.

*continued*

The committed, well-organized work of Strawberry Mansion neighbors culminated in its rousing September dedication as Philadelphia Green's seventh Greene Countrie Towne.



photo by Ira Beckoff



It's everybody's garden. Council member Raul Betancourt left his Center City law office to help plant more than 6,000 flowers in the City Hall Courtyard. School children, people from all kinds of offices, gardeners from city and suburbs, even some homeless people, all grabbed a trowel and pitched in. As Mayor Rendell commented to Jane Pepper in September, "Those plants have looked great all summer."

## City Hall Planting

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The second year of City Hall plantings brought together again a volunteer coalition of adults and school children, the corporate community and the homeless.

Volunteer planters, including Mayor Rendell and PNC Bank president Richard Smoot, lawyers, office workers and garden club members and Huey School students, got on their knees and dug in.

The more than 100 volunteers planted over 6,000 flowers in the areas surrounding City Hall and its courtyard. This burst of civic greening expression was funded by PNC

Bank, and co-sponsored by PHS, the Fairmount Park Commission and the City of Philadelphia.

## Clean and Green

We continue to work with the Department of Licenses and Inspections' Clean and Green Program, which funds vacant lot clean-up. To prevent retrashng of the cleaned lots, Philadelphia Green holds garden planning meetings in the neighborhoods and works with people to create a minimum of 50 new gardens a year, which the neighbors maintain.

## Public Landscape Projects

- **26th & Penrose Intersection:** Once as desolate as a moonscape, this intersection and stretch of roadway are being transformed with hedge-rows of trees, sweeps of wildflowers and clusters of perennials and shrubs. Along the railroad embankments on the northeast side of 26th Street, invasive weeds and overgrown vines are being removed, replaced with tree groves and Ribbons of Gold. A remarkable collaboration with the City's Department of Streets and Pennsylvania's Department of Transportation as well as corporate stakeholders Conrail and Sun Company, has made possible this multi-year project.

- **Interstate Land Management**

**Corporation:** In an agreement with ILMC, Philadelphia Green manages the I-95 landscape between the Walt Whitman and Ben Franklin bridges. This year we hired Delta Group to design improvements to cover parks at Chestnut and Spruce streets that require rehabilitation.

- **Philadelphia Art Museum:** The landscape architect firm of Wallace Roberts and Todd, with the Morris Arboretum of the University of Pennsylvania, developed recommendations for rehabilitating 25 acres around the Art Museum.

PHS, in partnership with the Fairmount Park Commission and the Art Museum, is forming a coalition of public and private supporters to transform this landscape into one worthy of its spectacular site.

People from the Marconi Senior Center join students from South Philadelphia High School to share knowledge and experience and to grow trees, ethnic vegetables and herbs in the School's tree lab.



photo by Mindy Maslin

# We Get Together



▲ Longtime community leader Florie Dotson celebrates the realization of her vision for the neighborhood. Here she's joined by John Kromer, director of the Office of Housing and Community Development, to enjoy the completion of the Strawberry Mansion Greene Countrie Towne.



photos by Kevin O'Neill

It's a Hat's On party as 350 people gather for the Azalea Garden Party behind the Art Museum. The proceeds from the Party help to pay for the maintenance of the Azalea Garden, which is supervised by the Pennsylvania Horticultural Society in cooperation with the Fairmount Park Commission and with dedicated assistance from a band of volunteer gardeners the last Saturday of each month, March through November.



**W**hen we work, we work, and when we play, we play.

Our shows, our committee meetings, our Long Range Planning, our studies, our exhibits: sometimes we put them all behind us — slough off our passionate obsession with gardening, talking, planning, writing, thinking — with concern about what's next.

Well, the next best thing is to have

# To Enjoy Ourselves



◀ Happy Birthday Liddon. PHS president Jane Pepper and Morris Arboretum director Paul Meyer (right) escort Liddon Pennock (center) to a surprise 80th birthday party given by the Board and Council members, as well as the staffs, of the two organizations to which Liddon has contributed so much talent, love and enthusiasm. The party was held at the Morris Arboretum.



▲ Flower Show exhibitors and staff get together for a summer party at Chanticleer in Wayne, Pa.

n. And we might do that with a gala in the park, dressing up in fancy hats, we might don tee-shirts and jeans for the Harvest Show Preview and roll around eating pretzels and sipping to the beat of fiddles or banjos. We get together at the Flower Show Exhibitors' Party to celebrate and admire, compare and learn, or just plain relax. When we've worked hard enough, we'll find any excuse to party. Come join us.



# The Flower Show Preview Dinner

Welcome to the guests who joined us to celebrate and raise funds for greening projects: 2,993 friends and supporters; 2,100 for dinner and 893 for cocktails.

Catherine Guest of Kippen, Scotland, has heard lots of drums and pipes, but up so close? Here the Pipe Band tunes up as it gets ready to lead people into the Flower Show's Preview Dinner after

Patrons toured the Show whose central feature presented representations of two Scottish gardens.



Cutting the ribbon to open the Show for Preview Dinner guests: (left to right) Richard L. Smoot, president of PNC, the Show's Presenting Sponsor; Simon Furness, National Trust for Scotland; Jane G. Pepper, president; Morris Cheston, Flower Show Executive Committee chair; Frank Reed, chair, Preview Dinner Committee.

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photo by Stephen Goldblatt



## The Gold Medal Plant Award



The Gold Medal Plant Award program continues to capture the attention of the public. This year we answered more than 700 requests for information from gardeners across the country.

Press coverage included pieces in the *Washington Post*, *American Horticulturist*, *Horticulture* and other national publications.

The committee works hard to choose outstanding plants that offer desirable qualities such as disease and pest resistance as well as multi-seasonal interest. See January *Green Scene* for winners' list.

## 1992 Pennsylvania Horticultural Society Certificate of Merit

Bartram's Garden  
Mamie Nichols  
Patrick A. Nutt  
Ann and John Swan

## 1993 Collegiate Scholarship

Carolyn Green  
Mariann Majewski

Ann and John Swan received the 1992 PHS Certificate of Merit for the inspiration and enthusiasm they impart to gardeners; for their gifted garden design and collections. The citation reads in part: "Their continuing studies have resulted in a garden that reached out into new environments as paths through the Chester County Serpentine Barren, their beautifully nurtured woodland and their more recent meadow garden, shows."



# Contributions

## Major Contributors

### Flower Show

PNC Bank, Presenting Sponsor  
ACME & Jergens  
AT&T  
B-101  
Byers' Choice Ltd.  
CoreStates Trust & Investment Group  
Drinker Biddle & Reath  
Korman Suites  
Meridian Bank  
Philadelphia Flower Show, Inc.  
Alfred M. Campbell, Jr.  
Vice President/Treasurer  
J. Liddon Pennock, Jr.  
President

### Philadelphia Green

Philadelphia Electric Company  
Philadelphia Flower Show, Inc.  
The William Penn Foundation  
The Pew Charitable Trusts  
Sun Company, Inc.

### Corporate Program

During the past year the Society has received generous donations from many sources, including a donation of at least \$750 for our greening programs from each of the following corporate members:

ARCO Chemical Company  
Bell of Pennsylvania  
Berwind Corporation  
The Boeing Company

photo by Ira Beckoff



Consolidated Rail Corporation  
CoreStates Bank, N.A.  
Crown Cork & Seal Company, Inc.  
Mellon Bank, N.A.  
The Mutual Assurance Company  
The Philadelphia Contributionship  
The Prudential Foundation  
The Quaker Chemical Foundation  
Rohm and Haas Company  
Technitrol, Inc.

## Contributors

Listed below are those contributors whose gifts of money or services were in excess of \$300. Where a couple or company is listed, the gift was in excess of \$600.

### Contributions to the Flower Show



*Blizzard Recovery Fund are not included. The many generous contributors to this Fund will be acknowledged in the 1994 Flower Show Program.*

ARA Services, Inc.  
ARCO Chemical Company  
Diane & Samuel L. Allen, 3rd  
Mr. & Mrs. Harris C. Aller, Jr.  
Mr. & Mrs. C. Ernest Allison  
The Hon. & Mrs. Walter H. Annenberg  
Frederick W. Anton, 3rd  
Arthur Andersen & Co.  
Arthur Andersen/Consulting  
Asplundh Foundation  
Christopher B. Asplundh  
Mr. & Mrs. Paul S. Asplundh  
John & Elinor Ball  
Ballard Spahr Andrews & Ingersoll  
Alexis & Martha B. Barron  
Mr. & Mrs. Robert A. Bartlett, Jr.  
Mr. & Mrs. Thomas E. Beach  
Mr. & Mrs. Bruce C. Beck  
Bell of Pennsylvania  
John G. Bennett, Jr.  
Charlotte & Raul Betancourt  
Betz Laboratories, Inc.  
Mr. & Mrs. Frank G. Binswanger, 3rd  
Mrs. George P. Bissell, Jr.  
Lennox K. Black  
Alan D. Bleznak  
Mr. & Mrs. James F. Bodine  
Scott Booth  
Mr. & Mrs. Nathaniel C. Bowditch  
Leslie & Christopher Branda, Jr.

*continued*

Looking forward to blue ribbons at the Harvest Show, young community gardeners unload their harvest successes for exhibit at the Show.

## Contributions

- Mrs. C. Barton Brewster  
Mrs. Henry W. Breyer  
Buchanan Ingersoll  
Roland K. Bullard  
Mr. & Mrs. Orville H. Bullitt, Jr.  
Charles & Melinda Burton  
Robert J. Butera  
Mr. & Mrs. Robert L. Byers  
CIGNA Foundation  
Mr. & Mrs. Richard C. Caldwell  
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Mr. & Mrs. Morris Cheston, Jr.  
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Duane, Morris & Heckscher  
Hon. & Mrs. Robert W. Duemling  
Mrs. Theodore Eckfeldt  
Mr. & Mrs. John W. Eckman  
Mrs. William J. Erdman  
Dr. & Mrs. Joseph L. Eremus  
Ernst & Young  
FCB  
Karen A. Fahrner  
Dr. & Mrs. Donald L. Felley  
First Valley Bank  
Mr. & Mrs. Walter Fisher  
Mr. & Mrs. Jack M. Friedland  
Mr. & Mrs. Charles H. Gale  
Dr. & Mrs. Eugene Garfield  
Gates, Wilmerding, Carper &  
Rawlings, Inc.  
Mr. & Mrs. Kenneth W. Gemmill  
James B. Ginty  
Glendale Bancorporation  
Mr. & Mrs. Peter Godfrey  
Charles B. Grace, Jr.  
Mr. & Mrs. Vincent L. Gregory, Jr.  
Mr. & Mrs. W. Perry Gresh  
Mr. & Mrs. William R. Gustafson  
Mr. & Mrs. F. Otto Haas  
John & Chara Haas  
Phoebe W. Haas Charitable Trust  
Mr. & Mrs. Samuel M. V. Hamilton  
Mr. & Mrs. S. Matthews V.  
Hamilton, Jr.  
Mrs. F. Woodson Hancock, Jr.  
Mr. & Mrs. Henry F. Harris  
Mr. & Mrs. John S. C. Harvey, 3rd  
Nathan & Marilyn Hayward  
Mrs. Richard E. Heckert  
Mr. & Mrs. Wesley M. Heilman, 3rd  
Mr. & Mrs. John G. Hendrickson  
Joseph H. & Alice C. Hennessy  
Jessie Hill  
Mary E. Hirstius  
Charles S. Holman, Jr.  
Mr. & Mrs. Joseph S. Holman  
Mr. & Mrs. Louis Hood  
Mr. & Mrs. Edward R. Howe, Jr.  
IBM Delaware Valley  
Independence Blue Cross  
Mrs. I. Grant Irey  
Mr. & Mrs. John N. Irwin  
Paul A. James  
Estate of Evelyn Tyson Janney  
George W. Johnstone  
Mr. & Mrs. Horace C. Jones  
KPMG Peat Marwick  
George Kau  
Mrs. Frank K. Kelemen  
Mr. & Mrs. Morris C. Kellett  
Keystone Health Plan East  
Patricia & Philip Kind  
Arthur Klein

Ann and Frank Reed could start a millinery shop with all the hats they wear at the Society; Ann Reed serves on the Council and chairs the Resource Development Committee and the Art Museum Restoration Landscape Committee. Frank Reed, a member of the Flower Show Executive Committee, chairs the Subcommittee on Sponsorship; he also chaired the 1993 Flower Show Preview Dinner Committee.



Mrs. Louis Klein  
John R. Klotz  
Mr. & Mrs. Edward Kohnstam  
Mr. & Mrs. Berton E. Korman  
Mr. & Mrs. Leonard I. Korman  
Mr. & Mrs. H. Leonard Krouse  
Mrs. Austin Lamont  
Dr. & Mrs. Thomas W. Langfitt  
Mrs. H. Vernon Lapp  
Mr. & Mrs. William E. Learnard  
Mrs. P. Blair Lee  
Mr. & Mrs. Mitchell Leibovitz  
Dr. & Mrs. Paul M. Lin  
Mrs. R. Schuyler Lippincott  
Alida & Douglas G. Lovell, Jr.  
Mrs. A. Basil Lyons  
Mr. & Mrs. Douglas J. MacMaster, Jr.  
J. Steven MacNeal  
Elizabeth Madeira  
Mr. & Mrs. Seymour G. Mandell  
Mrs. Richard H. Mann  
Masterson, Braunfeld  
Dr. & Mrs. Michael J. Mastrangelo  
Mr. & Mrs. Robert Masucci  
Mr. & Mrs. John J. McAleese, 3rd  
Mr. & Mrs. Robert W. McCahan  
Peter & Bonnie McCausland

Mr. & Mrs. Edward J. McDevitt  
Sheila & Paul P. McFarland  
Mr. & Mrs. William L. McLean, 3rd  
Mr. & Mrs. John C. McMeekin  
Ann & Donald McPhail  
Mellon PSFS  
Merck Sharp & Dohme  
Mr. & Mrs. Howard L. Meyers  
Leslie A. Miller  
Mrs. John C. Miller  
Mrs. Randal Morgan  
Morris Arboretum  
Mr. & Mrs. I. Wistar Morris, 3rd  
Kimball H. Morsman  
Mrs. Craig W. Muckle  
Emily H. Mudd  
Mr. & Mrs. Jeffrey M. Navon  
Mr. & Mrs. George Q. Nichols  
Mrs. A. Corkran Nimick  
Carl J. Nurick  
Mr. & Mrs. John G. O'Brien  
Mrs. Jerry Oslinker  
PEP Boys  
PNC Financial Services Group  
Penn Mutual Life Insurance Co.  
Mr. & Mrs. J. Liddon Pennock, Jr.  
G. Willing & Jane G. Pepper

- Mr. & Mrs. George L. Pew, Jr.  
 R. Anderson Pew  
 Philadelphia Chapter, Garden Club  
     of America  
 Philadelphia Electric Company  
 Philadelphia National Bank  
 Dorothy D. Plyler  
 Mr. & Mrs. A. Edward Pringle, 3rd  
 Mr. & Mrs. Alfred W. Putnam  
 Mrs. David S. Randolph  
 Mr. & Mrs. Ernest L. Ransome, 3rd  
 Sally Reath  
 Frank E. & Ann L. Reed  
 Col. & Mrs. Henry H. Reichner, Jr.  
 Rockefeller Center Management  
     Corp.  
 Mrs. Donald P. Ross  
 Stanley Russell  
 Mr. & Mrs. Robert S. Ryan  
 Mrs. D. Alan Sampson  
 Walter B. Satterthwaite  
 Mr. & Mrs. Ralph S. Saul  
 Saul, Ewing, Remick & Saul  
 Mr. & Mrs. Charles H. Schaefer  
 Eric & Nina Schneider  
 Robert Montgomery Scott  
 Peter A. Sears  
 Fred & Meriel Shaffer  
 Virginia Manix Shuster  
 Mr. & Mrs. Frank P. Slattery, Jr.  
 Kaign Smith  
 Boyd L. Spahr, Jr.  
 Suzanne V.M. Squires  
 Mr. & Mrs. Charles R. Stauffer, Jr.  
 Henry B. Stewart  
 Mrs. James M. Stewart  
 William Stieg & Jennifer Lin  
 Mr. & Mrs. James Straw  
 G. Stockton Strawbridge  
 Mr. & Mrs. Francis R. Strawbridge, 3rd  
 Marion Boulton Stroud  
 Sun Company, Inc.  
 John & Ann Swan  
 Mr. & Mrs. Samuel J. Talucci  
 Taylor Hospital  
 Mrs. R. Ellison Thompson  
 Paul Thompson, 3rd  
 Mr. & Mrs. Archibald G. Thomson  
 Sir John R.H. Thouron  
 Mrs. M. Wright Tilghman  
 Robin M. Timothy  
 Towers Perrin  
 Beth & John J. Turchi, Jr.  
 Margaret Slack Tyson  
 Dr. & Mrs. Eugene Van Scott  
 Dr. & Mrs. Julio E. Vassalluzzo  
 Mr. & Mrs. Graham McKelvy  
     Walker  
 Gardner Walling  
 Mrs. Clarence A. Warden, Jr.  
 The Warwick Foundation  
 Mr. & Mrs. Henry M. Watts, Jr.  
 Mr. & Mrs. Myron Waxman  
 Dr. & Mrs. John Bentley Webber  
 Mrs. William G. Weisbrod  
 Mrs. William H. S. Wells  
 Mrs. Geraldine R. Wessel  
 Roy F. Weston, Inc.  
 Phyllis G. Williams  
 Ruth W. & A. Morris Williams, Jr.  
 Mr. & Mrs. W. Cooper Willits  
 Mr. & Mrs. Peter Wilmerding  
 Mr. & Mrs. J. Lawrence Wilson  
 Patricia L. Wilson  
 Fred S. Winter, M.D.  
 Peppi Wister  
 Mr. & Mrs. J. Eustace Wolfington  
 Mrs. Charles H. Woodward  
 Xerox Business Service  
 Mr. & Mrs. Charlton Yarnall  
 Dr. & Mrs. Heber Yeagley  
 Mrs. John R. Young  
 Dr. & Mrs. Robert C. Young  
 Richard D. Ziesing  
 Zoological Society of Philadelphia

# Report of the Finance Committee



or the past decade, preparing the report of the Finance Committee has been somewhat routine. In most years, we've been able to report a modest excess of operating revenue over operating expenses, enabling us to allocate a portion of our non-operating revenues to building our endowment. Not so this year: our bottom line is almost the same as last year, but for very different reasons.

The blizzard of '93 forced us to close the Flower Show for two normally, very busy days. As a result, we ended the Show with a significant shortfall in budgeted revenues, leaving the Society with an overall loss from operations of \$460,689. Our members and friends responded most generously to our Blizzard Recovery Fund appeal and by June 30th we had raised more than \$324,000 for this special purpose, which greatly improved our financial picture.

Before the start of the new fiscal year, we received word that the board of The Pew Charitable Trusts had approved a \$100,000 Challenge

Grant to match dollar for dollar new monies donated to the Blizzard Recovery Fund. Armed with this challenge, we are confident that by mid-year we will have reached our goal to raise \$510,000 for the Blizzard Recovery Fund. We are also most grateful for two generous bequests, from Mary Tyson Janney and Gertrude I. Coates, for a total of \$148,916, which will be placed in the Society's endowment fund.

Shown here are excerpts from the audited financial statements for the year ended June 30, 1993, as reported on by the Society's auditors, Ernst & Young. A copy of the complete statement is available for inspection at the Society's office.

Stratton Management, Inc. handles the investments for our operating and endowment funds, exclusive of the Schaffer Trust. In addition to meeting regularly with Stratton during the year, the Finance Committee met periodically with representatives of Mellon Bank and CoreStates Investment Advisors, managers of the investment portfolios for the Elizabeth Schaffer Trust and the Society's pension plan, respectively.

## STATEMENTS OF FUND BALANCES Years Ended June 30, 1992 and 1993

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	Operating Funds	Endowment Funds		Total
		Undesignated	Unrestricted	
Balance, June 30, 1991	\$1,732,344			\$5,099,189
Excess of operating fund revenue over expenses	443,199			443,199
Restricted contributions			115,000	115,000
Interfund transfer	(5,000)	5,000		
Investment income — restricted			3,584	3,584
Expenditures — restricted			(3,500)	(3,500)
Gain on sale of investments		77,701		77,701
Balance, June 30, 1992	2,170,543	3,366,123	198,507	5,735,173
Excess of operating fund revenue over expenses	392,024			392,024
Interfund transfer	(148,916)	148,916		
Expenditures — restricted			15,076	15,076
Gain on sale of investments		151,978		151,978
Balance, June 30, 1993	\$2,413,651	\$3,667,017	\$213,583	\$6,294,251

# STATEMENTS OF OPERATING FUND INCOME

**Year Ended June 30**  
**1993**      **1992**

**Operating revenue:**

Membership dues	\$ 394,296	\$ 349,732
Designated contributions	5,450	13,188
Flower Show	2,724,601	2,931,448
Preview Dinner	618,685	591,170
Philadelphia Green grants, contracts, and contributions	2,075,422	1,946,662
Membership and other activities	49,162	60,016
Other income	<u>79,785</u>	<u>69,344</u>
	5,947,401	5,961,560

**Operating expenses:**

Salaries	661,279	607,136
Other employee expenses	163,078	148,137
Building maintenance and utilities	70,094	73,723
Depreciation and amortization	50,749	31,082
Administrative, supplies, and insurance	<u>120,120</u>	<u>115,020</u>
	1,065,320	975,098
Less allocation of overhead to Flower Show	<u>(368,537)</u>	<u>(349,504)</u>
	696,783	625,594

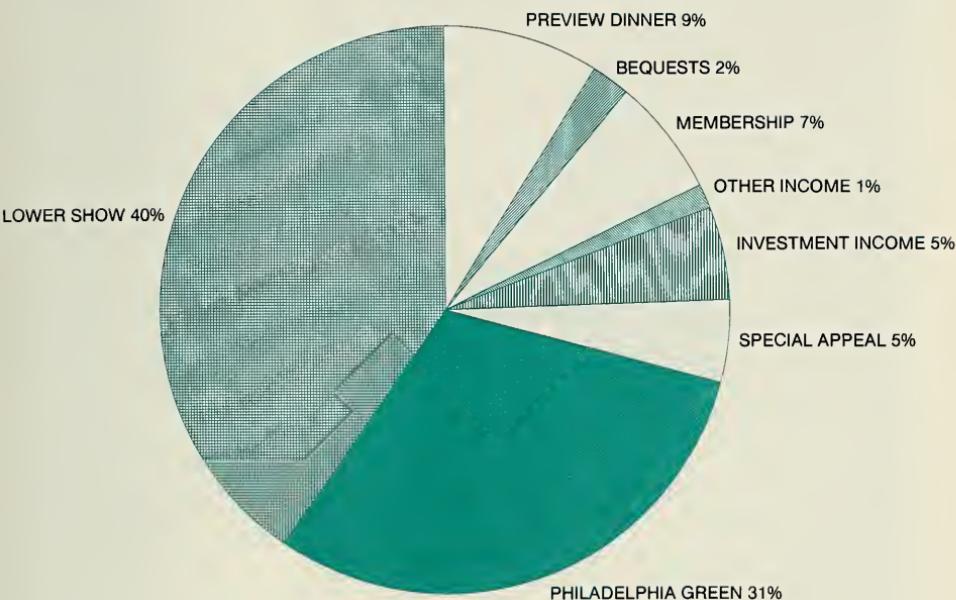
Philadelphia Green (including salaries and other employee expenses: 1993—\$1,081,979; 1992—\$1,108,698)	2,677,904	2,444,398
Publications	217,765	209,681
Flower Show, including allocation of overhead	2,255,478	2,130,723
Preview Dinner	261,461	255,162
Library	35,405	34,848
Membership and other activities	173,878	183,508
Special projects	<u>89,416</u>	<u>53,913</u>
	6,408,090	5,937,827
<b>(Loss) Gain from operations</b>	<b>(460,689)</b>	<b>23,733</b>

**Nonoperating revenue:**

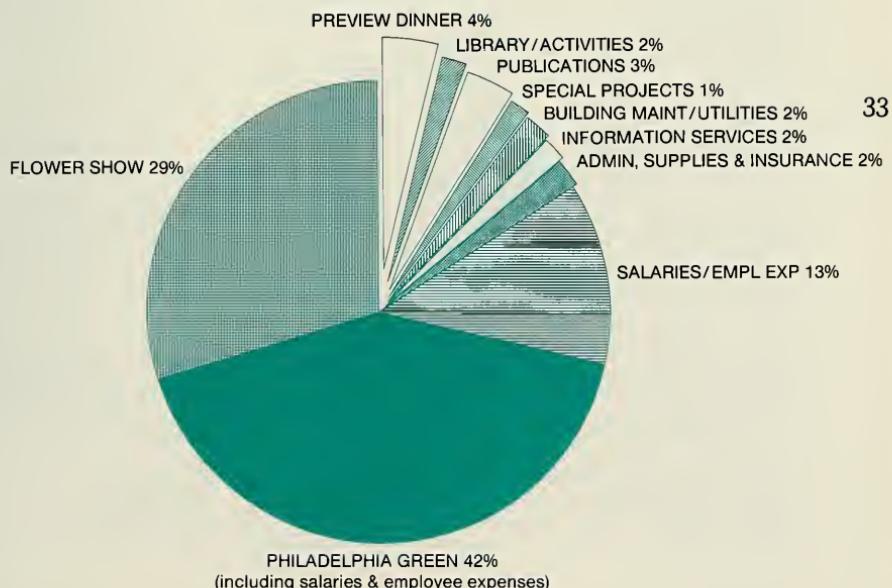
Invested funds and savings accounts	313,221	343,087
Schaffer Trust	42,831	38,612
Undesignated contributions	22,965	32,767
Special Appeal contributions	<u>324,780</u>	<u>—</u>
	703,797	414,466
Bequests	243,108	438,199
	148,916	5,000
<b>Excess of revenue over expenses</b>	<b>\$ 392,024</b>	<b>\$ 443,199</b>

# 1992-93 Fiscal Year Revenues & Expenses

## REVENUES



## EXPENSES



# **Committees:** We couldn't have done it without you

## **Officers & Council**

### **Officers**

Morris Cheston, Jr.

*Chair*

Patricia L. Wilson

*Vice-Chair*

Kathleen G. Putnam

*Treasurer*

Elizabeth P. McLean

*Secretary*

Jane G. Pepper

*President*

### **Council**

Diane Allen

Susan Armstrong

Raul Betancourt

J. Howard Brosius

W. Thacher Brown

Richard C. Caldwell

Herb Clarke

Tina Colehower

Anne S. Cunningham

Alice Doering

Rena Ennis

Donald L. Felley

Walter Fisher, Jr.

Hayward Ford

Sally Graham

Betsy Gray

Sallie Korman

Richard W. Lighty

Sylvia Lin

Sandy Manthorpe, *ex officio*

Charles N. Marshall

W. Bruce McConnel, 3rd

Robert W. Montgomery

Martha Morris

Mamie Nichols

J. Liddon Pennock, Jr.

Kathleen G. Putnam

Lee M. Raden

Ann L. Reed

Frank E. Reed, *ex officio*

Robert S. Ryan

Patricia B. Sanders, *ex officio*

Alan P. Slack, *ex officio*

Mary Jo Strawbridge

James C. Tabb

Sharon Turner

### **Executive**

Morris Cheston, Jr.,

*Chair*

Diane Allen

J. Howard Brosius

Sally Graham

Richard W. Lighty

W. Bruce McConnel, 3rd

Elizabeth P. McLean

J. Liddon Pennock, Jr.

Kathleen G. Putnam

Ann L. Reed

James C. Tabb

Patricia L. Wilson

The Chair of Council and  
the President serve *ex officio* on all committees.

### **Art Museum**

#### **Landscape Restoration Committee**

Ann L. Reed, *Chair* \*

Cindy Affleck \*

Alexa Aldridge

Ernesta D. Ballard \*

Raul Betancourt

Alan D. Bleznak

Jean Bodine

DJ & Howard Brosius

Lloyd Brown

Lisa Carr

Morris Cheston, *ex officio*

Ann d'Harnoncourt \*

Fitz Eugene Dixon

James Donaghay

Donald L. Felley

Judy Foley

Wes Francis

Annette Friedland

Carol Gangewere

Barbara Kaplan \*

Sallie & Bert Korman \*

Carolyn Langfitt

Ed Lindemann

George Marcus

Robert Marone

Elizabeth P. McLean

William E. Mifflin \*

Martha Morris

Kitty Muckle

Chris Palmer

J. Liddon Pennock, Jr.

Jane G. Pepper \*

Lila S. Rankin (Peaches)

Henry H. Reichner, Jr. \*

Robert Montgomery

Scott \*

Darrel Sewell

Walter Taylor

Stanley Tuttleman

Margaret Wallis

Susan P. Wilmerding \*

\*Steering Committee

### **Awards**

Sally Graham, *Chair*

Kathryn S. Andersen

Martha Barron

Tina Colehower

Betsy Gray

Richard W. Lighty

Elizabeth McLean

Elise Payne

J. Liddon Pennock, Jr.

Claire Sawyers

Sandra C. Ward

### **Azalea Garden Party Committee**

Honorable & Mrs.

Edward Rendell,  
*Honorary Co-Chairs*

Susie & Peter Wilmerding

Cindy & John Affleck,  
*Co-Chairs*

John Myers,

Dennis P. Green,  
*Vice Chairs*

*Junior Committee*

Brinton Brosius,  
Elizabeth Eckert,  
*Co-Chairs*

Ann & Ty Meredith, *Vice Chairs*

### **Capital Improvements**

Alan P. Slack, *Chair*

Bruce Barnstead

Walter Fisher, Jr.

Betsy Gray

Berton E. Korman

Sallie Korman

Ann L. Reed

*anks for all your time and help.*

### Cookbook

Sally Graham, *Co-Chair*

Sandy Manthorpe,  
*Co-Chair*

Ira Beckoff

Linda Butler

Toni Cavanagh

Walter Chandoha

Tina Colehower

Anne S. Cunningham

Louis Cunningham

Anne Donnell

Elsa Efran

Blanche Epps

Jill Evans

Wallace Evans

Millie Ewell

Ross Feehrer

Roxie Gevjan

Anne Hayes

Sally Humphreys

Arlene Jarett

Carol Kueppers

Mary Labold

Joyce Langelier

Barbara Lockwood

Helen Lyman

Betty Barr Mackey

Amanda Manthorpe

Gay Mason

Martha Morris

Terry Mushovic

Thom Piecara

Paul Quintavalla

Joanna McQuail Reed

Margo Ross

Jane Ruffin

Daryl Rynkiewicz

Richard Scholl

Sue Seltzer

John Swan

Anne Symes

Alice Szarek

Ginny Tietjens

Marie Todor

Sharon Turner

Rosemarie Vassalluzzo

Carolyn Waite

Sandy Ward

Hope Wood



photo by Ron Williams

Garden historian Elizabeth McLean's research in Scotland kept us all honest when selecting the plants for Pitmedden and Crathes gardens in the 1993 Flower Show. Acknowledged at the final Show Awards ceremony, McLean momentarily enjoys a reminder of the tough search for plants that could be forced here, held up through the week at the Show, and still reflect the Scottish landscape.

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### 18th Century Garden Volunteers

Wilma Crane

Edward A. Doelp

Helen Evelev

Lilly Glazer

Johanna Goedel

Charles S. Holman, Jr.

Helen Kaufman

Kitty Lapp

Jane M. Newcomer

Harriett Richards

Kinnie Schmidt

Cynthia Taraskus

Ruth Walker

### Finance/Pension Committee

J. Howard Brosius, *Chair*

W. Thacher Brown, *Vice  
Chair*

Morris Cheston,  
*Ex-officio*

Donald L. Felley

William D. MacDowell

W. Bruce McConnel, 3rd

Kathleen G. Putnam

Robert S. Ryan

Barbara H. Teaford

Anthony Vale

Patricia L. Wilson

*continued*

**Flower Show Executive**  
 Morris Cheston, Jr. Chair  
 Diane Allen, Vice-Chair  
 Thomas H. Bown, 2nd  
 Robert J. Butera  
 Richard C. Caldwell  
 Herb Clarke  
 G. Morris Dorrance, Jr.  
 Donald L. Felley  
 Walter Fisher, Jr.  
 Charles H. Gale  
 David Green  
 Wesley M. Heilman, 3rd  
 Anne Kellett  
 William McNaughton  
 Elise Payne  
 J. Liddon Pennock, Jr.  
 Robert Pfeilsticker  
 Lee M. Raden  
 Frank E. Reed  
 Bruce Robertson  
 Rodney D. Robinson  
 Alan P. Slack  
 Mary Jo Strawbridge  
 John P. Swan  
 Paul Tickle  
 Sandra Ward  
 Sally Graham, *ex officio*

**Flower Show Preview  
Dinner**  
 Frank E. Reed, *Chair*  
 Rosalinda R. Madara,  
*Vice-Chair*  
 Alan D. Bleznak  
 Cynthia M. Cheston  
 Margo P. Eremus  
 Bobby P. Grace  
 Jane H. Kilduff  
 Sallie G. Korman  
 Charles B. Landreth  
 Frances M. Maguire  
 Sheila W. McDevitt  
 Martha H. Morris  
 Thomas B. Morris, Jr.  
 George Q. Nichols  
 J. Liddon Pennock, Jr.  
 Kathleen G. Putnam  
 Clarence Z. Wurts  
 Robert C. Young  
 Brinton M. Brosius &  
 Lisey B. Good, *Chairs,*  
*Associates*



You've been hearing Diane Allen's welcome to the Flower Show these past years; now after serving as vice chair, this spring Diane stepped into the limelight as the 1994 Flower Show chair. Here she enjoys a moment with Nanci Walsh of Meadowbrook Farm at the Exhibitors' summer party.

Stephen K. & Janey W.  
 Ryan, *Vice-Chairs,*  
*Associates*  
 Alexander B. & Alison T.  
 Nalle, *Co-Chairs,*  
*Junior Patrons*  
*Committee*  
 Charles T. & Anne P.  
 Wilmerding, *Co-*  
*Chairs, Junior Patrons*  
*Committee*

**Gold Medal Plant  
Award Evaluators**  
 Richard Hesselein, *Chair*  
 Darrel Apps  
 Tom Dilatush  
 William H. Frederick, Jr.  
 William Heyser  
 Steve Hutton  
 Richard W. Lighty  
 Paul W. Meyer  
 Philip Normandy  
 Sally Reath  
 Claire Sawyers  
 J. Franklin Styer  
 Charles Zafonte  
 Judith D. Zuk

**Harvest Show**  
 Sandy Manthorpe, *Chair*  
 Tina Colehower,  
*Vice-Chair*  
 Sue Armstrong  
 Doris Atkinson  
 Martha Barron  
 Betty Bell  
 Ann Benzel  
 Camille Beyer  
 Richard Bitner  
 Gladys Blackwell  
 Michael Bowell  
 Willie Mae Bullock  
 Betsy Catlin  
 Dixie Chapman  
 Bob Clement  
 Maye Clement  
 Aldys Davis  
 Gertrude Dyer  
 Elsa Efran  
 Charlotte Elsner  
 Blanche Epps  
 Jill Evans  
 Millie Ewell  
 Rachel Fairbanks  
 Pat Feehrer  
 Walter Fisher, Jr.  
 Lazaro Fontanilla, Jr.



Sylvia Myers  
 Elise Payne  
 Ginger Pennypacker  
 Mildred Peterkin  
 Ellen Petersen  
 Dot Plyler  
 Ruth Rainer  
 Ruth Reller  
 Katey Reuter  
 Tomasita Romero  
 Janice Rowan  
 Evelyn Seaton  
 Alan Slack  
 Irene Slater  
 Bob Smith  
 Janet Smith  
 Peg Smith  
 Ann Swan  
 John Swan  
 Mary Ann Thomas  
 Ginnie Tietjens  
 Sharon Turner  
 Sandra C. Ward  
 Janet Welsh  
 Hope Wood  
 Sandy Young  
*Ex Officio*  
 Pat Crossan

**Hotline Volunteers**

Susan Armstrong  
 Richard Both \*  
 George Clark \*  
 Alice Doering \*  
 Elizabeth Farley  
 Joyce Fingerut  
 Armen Gevjan  
 Roxie Gevjan  
 Nancy Greenwood \*  
 Tam Hartell  
 Louis Hood  
 Nat Nelson \*  
 Elise Payne  
 Dot Plyler  
 Jen Porter \*  
 Liz Schumacher  
 Alan Slack  
 Irene Slater \*  
 John Swan  
 Susan Wilmerding  
 Mary Lou Wolfe  
 L. Wilbur Zimmerman \*

\* indicates 10 or more years of Hotline service

**Junior Flower Show**

Larry Stier, *Chair*  
 Runa Bhattacharya  
 Iris Brown  
 Shirley Brown  
 Blanche Epps  
 JoAnn Fishburn  
 Jean Hayden  
 Kate Loal  
 Carol Novak  
 Rita O'Kedas  
 Tina Petrone  
 Darling & Nizza Rosario  
 Sam Williams  
 Hayward Ford, *ex officio*

**Library**

Alice M. Doering, *Chair*  
 Raul Betancourt, Jr.  
 Joan Z. Brinton  
 George R. Clark  
 Elizabeth B. Farley  
 George M. Harding  
 Kitty Lapp  
 Jane Leake  
 Elizabeth P. McLean  
 Martha Morris  
 Sandra K. Myers  
 W. Gary Smith  
 Elizabeth C. Walker  
 L. Wilbur Zimmerman

**Long Range Planning**

Patricia L. Wilson, *Chair*  
 Morris Cheston, Jr.  
 Judy M. Foley  
 Sandy Manthorpe  
 Robert W. Montgomery  
 Mamie Nichols  
 Lee M. Raden  
 Ann L. Reed  
 Robert S. Ryan  
 Sharon Turner

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**Members**

Sylvia Lin, *Chair*  
 Patricia B. Sanders,  
*Vice-Chair*  
 Richard Bitner  
 Fran Borie  
 Margaret P. Bowditch  
 DJ Brosius  
 Tina Colehower  
 Mary Disston

*continued*

Perridene S. Duff  
Nancy Greenwood  
Louis Hood  
Margaret Krengel  
Melinda Moritz  
Dot Plyler  
Harriett S. Richards  
Alan P. Slack  
Mary Ann Thomas  
Phyllis Weisman  
Susan P. Wilmerding

#### **Nominating**

Robert S. Ryan, *Chair*  
W. Thacher Brown  
Morris Cheston, Jr.  
Sally Graham  
Richard W. Lighty  
Kathleen G. Putnam  
Henry H. Reichner, Jr.  
Mary Jo Strawbridge

#### **Personnel**

James C. Tabb, *Chair*  
Nila Betof

J. Blaine Bonham, Jr.  
Jean Byrne  
Russell O. Jones  
Kathryn H. Levering  
Vernoca L. Michael  
Cheryl Lee Monroe  
William J. Murdoch, Jr.  
Beth Selsor  
Ivy Silver  
William H. Walker

#### **Philadelphia Green**

##### **Advisory Board**

Hayward Ford, *Chair*  
James Alexander  
Rachel Bagby  
Clannie Berrian  
Gladys Blackwell  
Iris Brown  
James Brown  
Shirley Brown  
C. Charles Carmichael  
Roxanne Christensen  
Maye Clement  
Carmen Delgado  
Florie Dotson

Gertrude Dyer  
Charlotte Elsner  
Rena Ennis  
JoAnn Fishburn  
Golde Fitzpatrick  
Trude Fuchs  
Acia Gay  
Marva Harris  
Annie Hyman  
Leonora Jackson-Evans  
Edna Jones  
James LaRosa  
Nanzetta Leavy  
Kate Loal  
Dorsha Mason  
Steve Maurer  
Lorraine McGill  
Brenda Nealy  
Jim Norris  
Rita O'Kedas  
Joyce Richardson  
Pearl Romans  
Tomasita Romero  
Linda Ross  
Laura Sims  
Georgeann Smith

What a beautiful show we had this year; before the snow fell it looked as though we'd break our attendance records. Our friend in the foreground says it all. Well, you all come in '94; the Island sun will melt the winter blahs away.



Alex Soroka  
Frank Stefano  
Larry Stier  
James Taylor  
Charles Thomson  
Gloria Trower  
Haroldline Trower  
Sharon Turner  
Vivian Van Story  
Marjorie Washington  
Andrea Williams  
Sam Williams  
Barbara Wolf  
Alice Woods  
Lily Yeh  
Marc Zaharchuk

**Publications**  
Anne S. Cunningham,  
*Chair*  
Kathryn S. Andersen  
Walter G. Chandoha  
Judy Foley  
Charles W. Heuser  
Gene Jackson  
Anthony A. Lyle  
Robert McCracken Peck  
Mary Lou Wolfe  
L. Wilbur Zimmerman

Brinton Brosius  
J. Howard Brosius  
Morris Cheston, Jr.  
Donald L. Felley  
Betsy Gullan  
Elizabeth P. McLean  
J. Liddon Pennock, Jr.  
Kathleen G. Putnam  
Eva Ray  
Ivy Silver  
Regina Thomas  
Margaret Wallis

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\* Part-time



Making hay in the  
Tot's Lot at the  
Harvest Show.

photo by Ira Beckoff

Ty (Charles IV) Meredith, vice-chair of the Junior Committee of the Azalea Garden Party, confers with Flossie Narducci, PHS Special Events and Volunteer coordinator, before the party begins. Those balloons? They became hats, bouquets and guides to not-to-miss sections of the Azalea Garden.

photo by Kevin O'Neill





# 1994 Yearbook

THE  
PENNSYLVANIA  
HORTICULTURAL  
SOCIETY



325



A happy member carries off a bonus from the September Plant Dividend at PHS Headquarters.



# THE PENNSYLVANIA HORTICULTURAL SOCIETY'S 1994 YEARBOOK

July 1, 1993 to July 30, 1994

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n few years?

oto by Ira Beckoff

## “Grow with us.”

The Pennsylvania Horticultural Society  
Independence National Historic Park  
325 Walnut Street  
Philadelphia, Pa. 19106-2777  
Phone (215) 625-8250  
Fax (215) 625-8288



## MESSAGE FROM THE CHAIR AND PRESIDENT

**T**hanks to the generosity of our supporters the Society's financial results show a marked improvement over the prior year.

Last year, the Society suffered its first operating deficit in 16 years because a blizzard forced us

to close the 1993 Philadelphia Flower Show two days early. This year, our greatly improved financial position resulted not only from excellent Flower Show attendance, but also because generous donations to the Blizzard Fund

photo by Ira Beckoff



PHS's cheerful, hardworking chair Morris Cheston, a competitor in the Flower Show's window box section, was awarded the losers' leftovers for his summer garden.

arrived after we had closed the books for the 1992-93 fiscal year. Chief among these donations was a challenge grant from The Pew Charitable Trusts that enabled us to meet our goal of replacing all revenues lost on account of the blizzard. Special thanks to Pew and to all contributors to the Blizzard Fund.

With our financial equilibrium restored, progress continues at the Society. Our Library, which has

provided information to our members and the public since 1827, has moved us to the cusp of the 21st century: our records are now automated and, in addition, we can receive and answer gardening questions to our Hotline by E-Mail as well as by telephone. For members who enjoy the hands-on approach, we continue to offer an array of lectures, workshops and trips as well as advice from fellow gardeners in *Green Scene*.

PHS President  
Jane Pepper on the  
front lines at the  
Harvest Show.



photo by Ira Beckoff

Thanks to the generosity of our Blizzard Fund donors, and to government-financed contracts and grants, our Philadelphia Green programs continued without interruption during the past year, our 20th year of community greening. In addition to the traditional gardens and tree plantings that have been part of our community successes for the past two decades, Philadelphia Green this year entered into new partnerships with local housing groups and residents to develop open space plans and also with additional city departments to assist in the rehabilitation of neighborhood parks.

The Society continues to attract financial support for its Public Landscape projects, such as maintaining the plantings in the Azalea Garden and along 26th Street, as well as expanding the plantings at the latter site. Further landscape studies have also been conducted for the Philadelphia Museum of Art, a collaborative project with PHS, the Museum and the Fairmount Park Commission.

\* \* \*

And so to the future when the Society faces changes and challenges as great as any we've faced in the past couple of decades. The first is the relocation of the Flower Show to the Pennsylvania Convention Center in 1996, and the second is an anticipated move from our headquarters at 325 Walnut Street in that same year.

The first move has been well publicized and now that the Convention Center is complete, it's possible to appreciate the gran-

And so to the future when the Society faces changes and challenges as great as any we've faced in the past couple of decades. The first is the relocation of the Flower Show to the Pennsylvania Convention Center in 1996, and the second is an anticipated move from our headquarters at 325 Walnut Street in that same year.

deur of the building and how the Show can best use the luxurious spaces it provides.

The anticipated move from our headquarters may not be as well known to all members. For the past 30 years, PHS has been a fortunate tenant of the Independence National Historic Park. In 1996, we must vacate 325 Walnut Street so the Park can install new heating, air conditioning and security systems, a project that will last at least two years. As this fiscal year comes to a close, we're considering a number of options, including that of joining all departments — currently split between Walnut and Chestnut Streets — so we can use our resources more effectively under one roof.

We have been working on these transitions over the past two years and while details for the moves are incomplete right now, it's clear that the Society will face heavy

one-time expenditures as we make the changes. In view of these anticipated expenses, we're especially grateful to have ended this year with an excess of revenues over expenditures that will be invested with our long-term reserves to help ease possible shortfalls in the upcoming few years. Future operating expenses will also increase, so last summer in accordance with the long-range plan, we hired a development manager to help us coordinate the Society's fundraising activities.

\* \* \*

In closing, grateful thanks to all volunteers; to our brilliant hard-

working Flower Show exhibitors; to our generous donors and to our staff; all of whom contribute so significantly to our success.

Throughout the year we received many kind, warm and wonderful letters from supporters that motivate and encourage us. Perhaps they can all be summed up in a note that accompanied a donation: "PHS is the best; we love everything you do."

We appreciate the comments we receive from members, complimentary, quizzical and sometimes critical. We want to hear from you. It's your Society, so be sure to keep us posted on your reactions to our progress.



*Morris Cheston*  
Morris Cheston

5

*Jane Pepper*  
Jane Pepper

# LOOKING AHEAD

## *The Philadelphia Flower Show*

photos courtesy of Pennsylvania Convention Center

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Exterior of Pennsylvania Convention Center.

**1996**  
**February 25—March 3**

We're moving to the  
Pennsylvania Convention Center  
at 12th & Arch.

The Pennsylvania Convention Center offers exhibit space approximately one and a half times as large as that of the Civic Center; 36 off-street truck-loading bays will facilitate move-in and move-out.

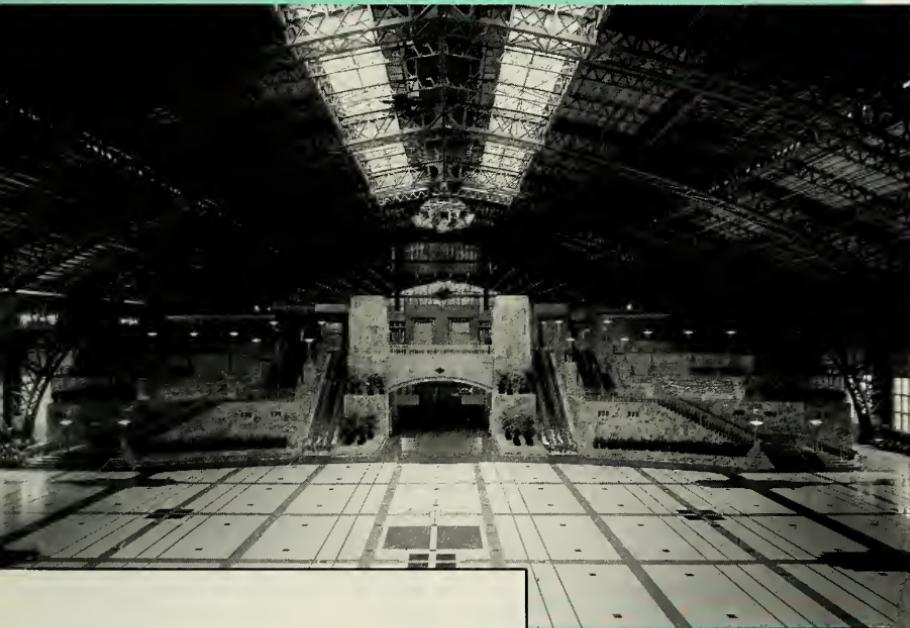
## **1995**

### **March 5-12**

The Philadelphia Flower Show will be held at the Civic Center at 34th & Civic Center Blvd. It will be our last Show there, and we will celebrate 30 years of wonderful memories.

#### **Theme:**

Moments in Time . . . A Galaxy of Gardens



---

#### **Theme:**

This Land is Your Land/  
Philadelphia in Flower

For travel convenience: trains  
from all suburbs come into  
Market Street East, just one  
block from the Convention  
Center.

Interior shot of Pennsylvania Convention Center's Grand Hall where the 1996 Flower Show's Food Court will be set up to feature a variety of eateries from cart vendors to white linen-covered tables.



## MEMBERS' SERVICES

**P**HS membership continues to increase each year, and our current 8,300 members participate in Society activities in many ways. Members attend lectures, workshops, field trips, tours, and other members' activities; and each year thousands promote and support the Society as volunteers for PHS events such as the Philadelphia Flower Show, the Harvest Show, City Gardens Contest judging panels, Spring Garden Visits, the Annual Plant Dividend, the Junior Show, to mention just a few.

Spearheading involvement in membership events is the Members Committee, overseeing policy and acting as ambassadors for the Society. We are grateful for their commitment and help, and we realize how important all volunteers are to PHS.

During the winter a small volunteer committee compared costs and benefits of other not-for-profit organizations before studying and updating PHS members' benefits. The result: we've restructured our membership categories and benefits and developed The 1827 Society, beginning with the 1995 calendar year. An interesting new benefit for all members is participation in the American Horticultural Society's Reciprocal Admissions Program, whereby PHS members can gain free admission and/or shop discounts at participating organizations.

Highlights of the activities year included tours of splendid gardens in Chester County, Bucks County, and on the Main Line as generous owners opened their gardens for PHS members for the annual Spring Garden Visits; a banner year at the Membership/Information Booth and The Garden Shop at the Flower Show; and three extended tours for members to Savannah/Charleston, Ireland, and Eastern Long Island.

### Garden Visits

#### Main Line

Ann R. Baruch

Mr. & Mrs. Russell H. Crawford

Mr. & Mrs. Elam M. Hitchener III

Mr. & Mrs. Louis Hood

Jenkins Arboretum

Mr. & Mrs. James W. Oram, Jr.

W. A. Wyatt

#### Chester County

Michael Bowell

Mr. & Mrs. Daniel F. Cathers

Mr. & Mrs. John W. Gross

Joanna Reed

Dr. & Mrs. Fred S. Winter

#### Bucks County

Mr. & Mrs. Derek Fell

Kevin Hasney

Mr. & Mrs. Earl Jamison

Dick van Duzer & Ted Garrison

Lynn Reynolds & Carter van Dyke

## Publications

### Green Scene

Green Scene continues to explore area gardening pleasures and challenges with stories ranging from coping with deer to books that change the way we garden, from homesteading in the suburbs to battling the woolly adelgid. A special issue on Color in the Garden was enthusiastically received, and we are still fielding calls from editors out of the area asking for permission to reprint articles or to invite Green Scene writers to write for their publications.

At the April Publications Committee meeting the Committee recommended increasing cover price from \$2.00 to \$2.75 and individual subscriptions from \$9.75 to \$12.95/year beginning in January ('95).

Members snap up treasures and bargains at the Book Sale held in conjunction with the Plant Dividend. The Book Sale features old and new books, periodicals, and beautiful plant prints.



### Flower Show Program

This beautiful souvenir Show publication was enhanced by a major nine-page story written and photographed by John Swan about the Show's Central Feature, which included exhibits from Bermuda, Barbados, Puerto Rico as well as New Jersey's Waldor Orchids. Swan, who flew to the Islands at his own expense to interview and photograph for the *Program*, exemplifies the commitment and dedication of the people who write many lively and informative stories for the Society's publications. Judy Foley wrote about how local nursery exhibitors force plants for the Show and Anne Cunningham sent visitors home with ideas about how to garden in containers.

We sold 36,100 Programs.

## PHS News

Thirty-four years of monthly newsletters to PHS members finds us at our computer keyboards searching for extra space with which to tell our tales of success and opportunity and to invite our members to join us at every turn and occasion. While the methods of producing the *PHS News* have changed mightily, the simple goal of the *News* has changed not at all since that first issue in March, 1960: "to provide useful information to you." If you let us know how we can better serve you through this publication, we'll find the space to share it.

## Cookbook

PHS's new cookbook had barely left the presses before it was snatched up by most gardener/

You can browse or do your research in the PHS library: members can take out books, videos, slide shows or periodicals for a month in person or by phone, by fax or E mail.

cooks within shouting distance and by quite a few more from afar. To date, more than 10,000 Cookbooks have been sold. Book revenues will go to green Philadelphia neighborhoods through the Philadelphia Green program.

Our second printing made its debut at the Flower Show; be sure to consider the *Cookbook* as the perfect gift for family members and friends throughout the year.

We tip our hats to Sandy Manthorpe and Sally Graham, whose leadership and enthusiasm for the *Cookbook* has enabled PHS to provide great recipes to great gardeners everywhere.

## Library

Our access to the Internet, that ever-growing "electronic highway" allows us to expand reference services to members by searching databases and answering questions as diverse as "how can I grow Amaryllis from seed?" to "can you find biographical information on a California landscape designer active in the 1920s?" And speaking of landscape designers, we've compiled the 1994/95 *Landscape Design Consultant List*, a booklet listing more than 80 local design consultants. This handout, as well as other informational brochures, is available to PHS members.

Can you think of other libraries that loan books through the mail? Very few! The PHS library mailed nearly 800 books and videotapes to members in 1994, while 2,100 items were borrowed through visits to headquarters. We continue our books-by-mail service to mem-



photo by Ira Beckoff



photo by Betsy Gullan

Members attend a reception and tour of Mr. & Mrs. J. Liddon Pennoch's beautiful gardens in Meadowbrook, Pa.

bers of the American Bonsai Society, the North American Rock Garden Society and the Hardy Plant Society/Mid-Atlantic Group. Over 330 books were lent to these plant society members. In total, 3,279 books and tapes circulated.

In November, Penelope Hobhouse spoke to the Friends of the Library on "Plants in Garden History."

It seemed as though our 21 Hotline volunteers never stopped yakking on the **Horticultural Hotline**, PHS's telephone service for quick, expert answers to gardening questions. It was a record-breaking year — Hotliners answered over 3,500 questions! Members tell us they often cannot get through to this busy line. To respond to this high demand, we now answer garden questions sent to us by fax: (215) 625-8288; or e-mail: [JEVANS@HSLC.ORG](mailto:JEVANS@HSLC.ORG) as well as the old-fashioned telephone: (215) 922-8043. The Horticultural Hotline telephone service is available 9:30–noon, Mondays through Fridays, January through November.

## Exhibits/Garden

Our Walnut Street headquarters changes through the year inside and out. Inside, exhibits included a Well Designed Garden contest where members had the chance to show off their design skills in one of eight categories. During the holiday season staff members exhibited artwork, masks, needlepoint, jewelry and photography in *Of Many Talents*.

Johanna Goodman displayed art to sit on in *Just Chairs* and the paintings of Susan Detjens delighted visitors. In the spring Jane Golas, Genevieve Pat Holmes and Barbara Kelly exhibited paintings of Joanna Reed's garden.

Outside, the garden puts on a wonderful exhibit for visitors to Walnut Street. The summer garden dazzled with the hot colors of *Tithonia*, *Helianthus*, *Celosia* and *Kochia*.

The spring garden, highlighted by 'Negrita' tulips and the orange pansy 'Padpardja,' delighted passersby after a long, snowy winter.



Volunteers, with you we blossom



# VOLUNTEERS

*You dig in and get the job done*

**PHS volunteers plan,  
design, plant and cul-  
tivate our fields of  
dreams.**



photo by Ron Williams

At least 2,500 people, that's about 30% of

our membership, volunteer their services to

the Society's projects and programs.

A bank president and a custodian, working shoulder to shoulder, discuss the advantages of one fertilizer over another; a TV personality runs a meeting, and a maintenance mechanic's container garden enthralls a group of experts. A physician creates an arrangement with tubing from an operating room and a group of teenagers get together to create a garden at the Flower Show. Your everyday dirt gardener weeds alongside the estate gardener and a homemaker shows the neurosurgeon how to spot a pest on a Harvest Show entry.

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From the breakfast meetings to the late-night phone calls, from talking to funders to dotting the i's and crossing the t's at the clerk's box at the Flower Show, all 2,500 people have a gleam in their eye that says "let's dig in."

*with you we thrive. Thank you.*



# SHOWS

## Philadelphia Flower Show

Philadelphia Civic Center —

March 6–13, 1994

Judging and Preview —

March 5, 1994

The Philadelphia Flower Show was a wonderful end to a miserable winter, and we enjoyed as successful a year in attendance as we've had since 1987. *Islands in the Sun* was the perfect antidote to weeks of icy sidewalks and power outages. When visitors descended the escalator they walked under two 30-foot archways composed of tropical foliage, fruits and flowers. *Rainforest Rainbow* was created by Marin Alto Tropicals from Patillas, Puerto Rico. The central feature was a collaboration between the Garden Club of Bermuda, the Horticultural Society of Barbados and Waldor Orchids, Linwood, New Jersey. Working with Ed Lindemann, Show designer and PHS volunteers, representatives from these organizations depicted the islands of Barbados and Bermuda with plants, architecture and accessories typical to these areas. Waldor created a fantasy island entitled *Shipwreck*.

The competitive classes joined the tropical theme and classes such as *Suncatchers*, *Island Fare* and

photo by Walter Chandoha



Stoney Bank Nurseries won the Philadelphia Flower Show, Inc. Silver Trophy for their "Sand Castle" exhibit at the 1994 Philadelphia Flower Show. Show visitors were invited to look through the Dolphin Garden Gate and a sparkling column of water to a sand castle by the sea.

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Bermuda Triangle challenged our exhibitors.

PNC Bank joined us once again as the Show's Presenting Sponsor and for the first year we presented the Show with joint graphics. PNC's financial contribution is of great importance to the Show, as well as their assistance with promotional and marketing activities. We're also grateful to the following additional sponsors: Acme and Jergens, AT&T, Byers' Choice Ltd., CoreStates Trust and Investment Group, Drinker Biddle &

Reath, B-101, Korman Suites, Meridian Bank and Xerox Business Service. Grateful thanks to Philadelphia Flower Show, Inc. for another generous contribution to help us with Show decorations.

Unlike last year when we had to close the Show two days early on account of a blizzard, attendance this year was a healthy 232,363 compared to 167,255 in '93 and 223,253 in '92.

Congratulations and thanks to our exhibitors, volunteers and sponsors; you make a great team.

## 1993 Harvest Show

The 1993 Show was built around the theme *A Shared Harvest*. The concept was for exhibitors and visitors to share their expertise, their heritage and their garden bounty with each other. Entries in the horticultural sections included not only normally seen and grown North American garden produce, but exotic imports from Asia, South America and the Islands. The baked goods section included

a class for ethnic pastries and pies.

The Show had a new layout with a revised entrance and expanded tenting behind the greenhouse complex near the reflecting pool. Despite a heavy rainfall of several inches on Sunday morning, the attendance was excellent with a final count of nearly 6,000 visitors. Children's activities and games combined with festive music and good food created a relaxed atmosphere for all to enjoy. Grateful thanks to Sandy Manthorpe, who completed her second year as Show chair.

## 1994 Junior Flower Show

### **Sun Magic**

May 18 & 19, 1994  
at the First Bank

1115 Total entries:  
595 horticultural  
15 challenge class  
505 artistic

40 groups entered: schools, scout groups, pre-schools, and others.

A young visitor from HMS School for Children with Cerebral Palsy shows evident delight at an exhibit in the Junior Flower Show. The children have a greenhouse at their West Philadelphia facility.



photo by Ira Beckoff

# We Celebrate Our Achievements . . .

and Have Fun



Revenues from the Friends of the Azalea Garden Party contribute up to half of the Garden's yearly maintenance costs. This year's Garden Party was the best attended — more than 550 people came to enjoy an evening in the brilliantly blooming Garden. Friends of the Azalea Garden participate in monthly work days throughout the year.

After we've dug in the soil, planted the bulbs and trees in the Azalea Garden; after we've judged the more than 500 City Gardens; after we've put on a Flower Show; after we've completed many of our tasks, we put down our trowels and party together. Our members and staff are creative about where to go and what to do when we get there. We love to dress up in finery or just dance around in jeans and shirts. We like music and the open air. We love shop talk or we might just talk about the latest event on CNN. What's important is that we're doing it all together.



photos by Ira Beckoff



**Flower Show chair Diane Allen invited Flower Show exhibitors and volunteers to her home for a summer's evening of relaxation and fun.**

**Host Diane Allen chats on her front porch with Meadowbrook Farm staffers Hal Jeffries and John Filippi.**



**It's hats on again for the Azalea Garden Party this past spring; it looks as though the garden lovers are starting their visits at a younger and younger age.**





# THE FLOWER SHOW PREVIEW DINNER

The evening was magical as the beautifully coutured patrons laid aside their daily work for a gala evening at the Flower Show: in all 3,077 people strolled through the Show to the dulcet tones of a chamber group to see the exhibits at their dewy-best. Their patronage helped assure the continuation of the Society's programs including reaching out to green neighborhoods and public landscapes.



photo by Ira Beckoff



1994 Preview Dinner chair Linda Madara (right) shares a moment with PHS treasurer Kathleen Putnam. Putnam was Preview Dinner chair for the 1990 Show and currently serves on the Council.

This summer the Society hosted a garden party at Headquarters for past Preview Dinner chairs and their guests. Here guests listen as chair Margo Emerus discusses plans for the 1995 Preview Dinner, the last to be held at the Civic Center site. The 1996 Preview Dinner will be held at the new Pennsylvania Convention Center.

photo by Ira Beckoff





# AWARDS

## 1993 Distinguished Achievement Award

Dr. Elwin R. Orton

## 1993 Certificate of Merit

Margaret P. Bowditch  
Gottlieb Hampfler  
Dorsha Mason

## 1994 Collegiate Scholarship

Robin Christine Boreman  
Tyler Keyser  
Jabe E. Warren

photo by Ron Williams

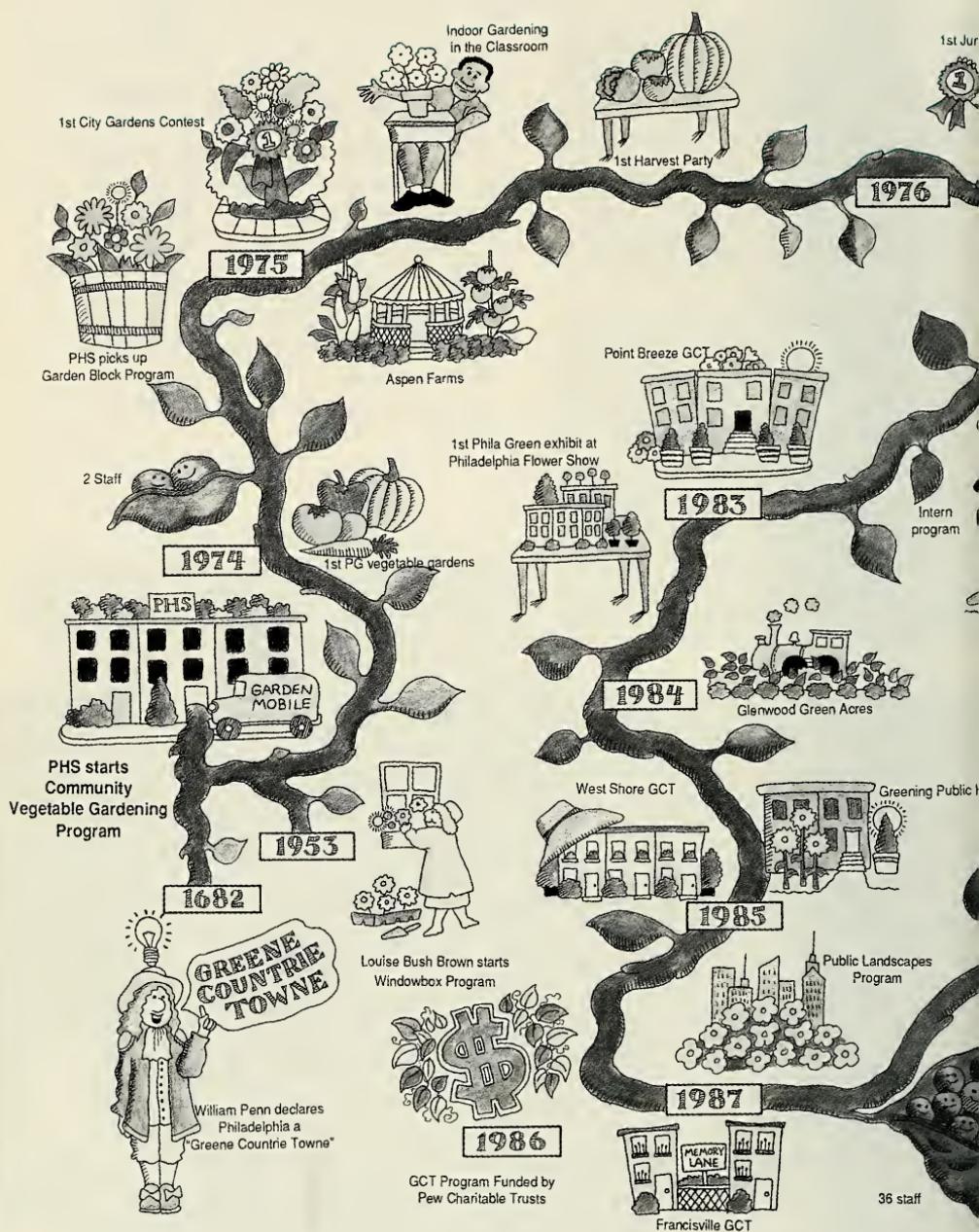
## Gold Medal Plant Award

The 1994 Gold Medal Award plants include these evergreens: *Abies nordmanniana*, *Cephalotaxus harringtonia 'Prostrata'*, and *Ilex glabra 'Densa'*. *Cladrastis kentukea* and *Prunus 'Hally Jolivette'*, two beautiful flowering trees, and *Clethra alnifolia 'Hummingbird'*, a small, floriferous shrub, complete the list.

Obviously honoree Dorsha Mason's proud family came to share the celebration of her achievements at Awards ceremony where she received the 1993 PHS Certificate of Merit. (Ms. Mason not shown.)

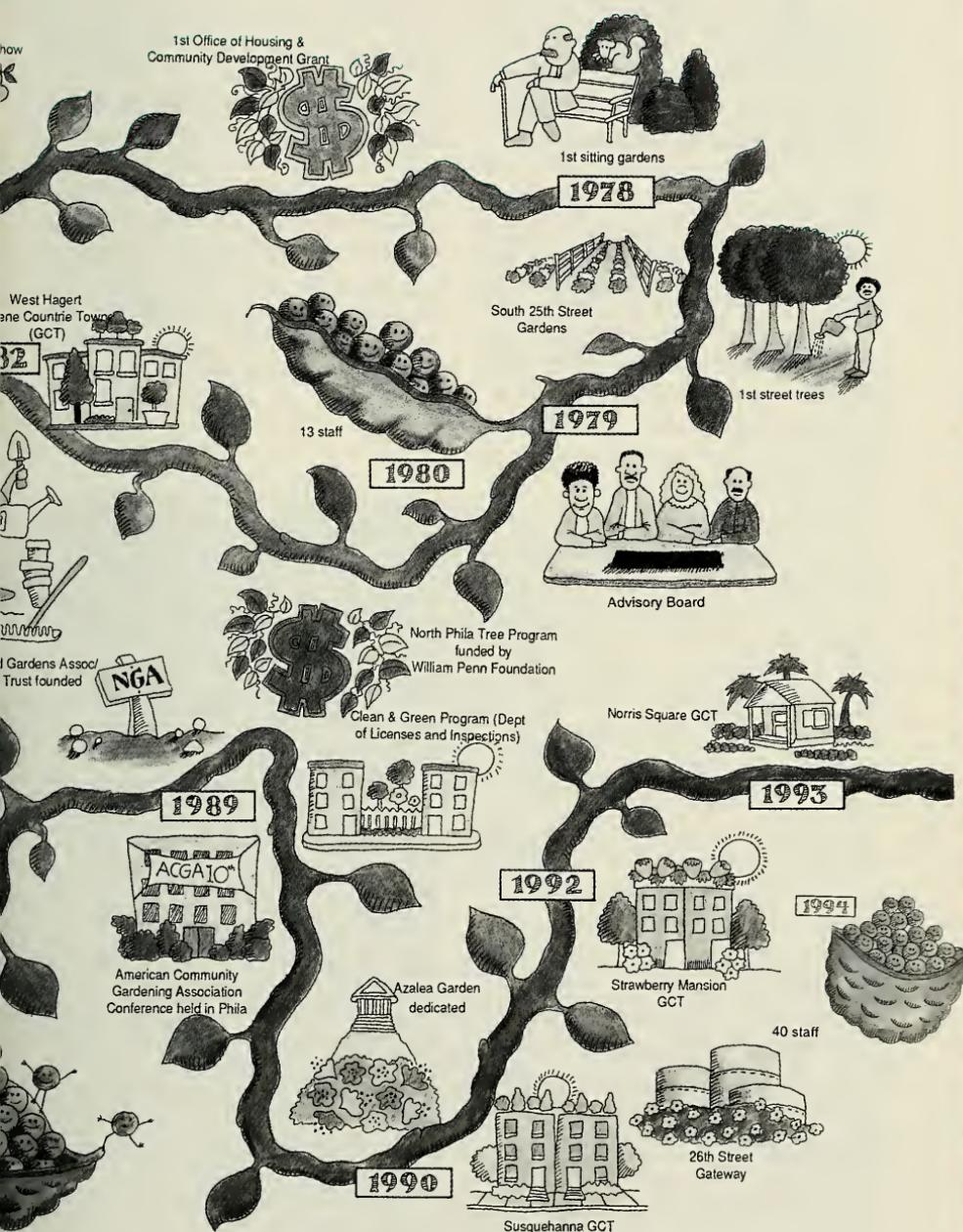


# Philadelphia Green



# Philadelphia G

# Celebrates 20 Years



## Green Time Vine



# PHILADELPHIA GREEN CELEBRATES 20th ANNIVERSARY

## Neighborhood Greening and Public Landscapes

From a staff of two in 1974 to a staff of 40 in 1994, from a few gardening projects in low- and moderate-income neighborhoods to more than 2,000 projects including community and individual gardens and public landscapes, Philadelphia Green stopped to catch its breath and celebrate its 20th Anniversary.

The trash the neighbors carried away over those 20 years would overload a few landfills, and the zucchini and tomatoes they've grown would feed a small nation. The trees they've been planting and the flowers they've been growing are turning Philadelphia into a beautiful shade of green these days. Check out the center of Broad Street from City Hall to Spring Garden Street and don't miss the grasses along 26th Street as you come in from the Airport.

The Philadelphia Green programs have transformed more than vacant lots: neighbors now get together in sitting gardens; they hoe together, plant together, weed together, harvest together and exhibit together. The gardens have helped people to reclaim their neighborhoods. A great achievement for a 20 year old.

## Target Neighborhood Greening

Several neighborhood-based housing groups have become our partners in greening. As new housing is built and existing housing rehabbed, we are working with local housing groups and the residents to develop open-space plans



for the surrounding communities. With Friends Rehabilitation Program we designed and planted an award-winning vegetable garden with the senior citizens at Guild House West on Spring Garden Street, and we are developing a landscape plan for the Sarah Allen Homes in West Philadelphia. The Women's Community Redevelopment Corporation in North Philadelphia is working with us to plan and develop the landscape around its new housing for single mothers at Villa Nueva.

## Clean & Green Program

The City's Department of Licenses & Inspections collaborated with Philadelphia Green to plant 36 new gardens in vacant lots after these were cleaned by the City. This successful program enables the residents to make long-term improvements to the lots and prevent them from becoming trashed again. Since 1990 more than 400 single house lots have been planted as community gardens through this program.



photo by Ira Beckoff

Everybody pitches in for the annual City Hall Planting, and doesn't Mayor Rendell look pleased as punch as he accepts Society president Jane Pepper's thanks for his participation. Fairmount Park's executive director William Mifflin joins with a team of young students from the Samuel B. Huey School for the PNC Bank-sponsored event.

## **Neighborhood Parks Rehabilitation**

Philadelphia Green started revitalizing neighborhood parks, which are under the jurisdiction of the City's Department of Recreation: Marian Anderson Park and Wharton Square in South Philadelphia, Norris Square in North Philadelphia, and Vernon Park in Germantown. Neighbors and community organizations have begun cleaning and caring for the parks, while working on master plans for each park with Philadelphia Green staff. Over the next two years, residents and community agencies will improve the sidewalks and playgrounds, prune away dead plants and plant new ones, and most of all will form groups of committed neighbors who will continue to work with the City to maintain the parks as neighborhood assets.

## **Tree Planting and Education**

Building on our past successes, we continued plantings in North Philadelphia and this year included South Central Philadelphia, an emerging neighborhood stimulated by the development of the Avenue of the Arts; in all, this year we've planted trees on 40 blocks as well as on 22 vacant lots. These latter tree plantings help create picnic groves, children's playlots and mini-parks that unite neighbors, support community revitalization and ease urban blight. Neighbors who have helped to plant trees, have often ended up cleaning graffiti, starting a town watch, hold-

ing barbeques and painting their houses.

Celebrating its first anniversary, The Tree Tenders program boasts 140 trained tree stewards from 28 neighborhood groups. These volunteers are already out in the community surveying and caring for trees.

## **Youth Program**

Through year-long programs children in classrooms and after-school programs learned they can have an impact on the environment through gardening. Thanks to teachers who worked horticulture into their curriculums, many city children experienced the joy of nurturing seeds into flowering plants and especially enjoyed winning ribbons at the Junior Flower Show.

## **Meade School Teaching Garden**

The William Penn Foundation's Beech Corporation gave Philadelphia Green a dream opportunity: greening the Meade School in North Philadelphia. That meant building relationships with many children, teachers, parents, staff and neighbors.

The principal garden was built to interpret the Coastal Plain and the Piedmont. Meade is located on the dividing line between these two zones. PHS built the school's new garden with the assistance of neighborhood residents who are participating in a landscape training program at Temple University. Hundreds of native plants, shrubs and trees were carefully



Photo by Tom Mishler

Wyn Postell (left), Philadelphia Green Advisory Board member, assists his neighbors at the Gratz Street Community Park planting. Floyd Alston (in white sweater), executive director of the Beech Corporation, pitches in along with John Collins (with glasses and beard), whose student and neighborhood team assisted in the design and construction of the Park. Collins is chair of Temple University's Department of Landscape Architecture and Horticulture.

planted around specially created rock outcroppings and a dry stream bed. The children helped students from Temple's Landscape Architecture and Horticulture Program to design a beautiful mosaic. We also built a tree laboratory where the children grow shade trees in containers that will later be planted in their neighborhood. Street trees all around the school helped to complete the greening effort. Education specialists will continue to support the school's horticultural efforts with regular visits throughout the coming year. This unusual project forms the cornerstone of an effort throughout the surrounding Cecil B. Moore neighborhood to convert lots into gardens and line streets with flowers and trees.

## Public Landscapes

Philadelphia Green has been improving through horticulture some highly visible City spaces and gateways. After five years of planning, coalition-building and fund-raising, the 26th Street Gateway into Center City from the Airport has become a handsome

landscape for travelers to enjoy. In partnership with the State, the City, Sun Company and Conrail, this multi-year project has replaced a degraded "no-man's land" into a landscaped urban parkway.

Philadelphia Green manages the landscape along I-95 between the Walt Whitman and the Ben Franklin bridges for the Interstate Land Management Corporation. This year the "cover park" over the highway at 2nd and Chestnut streets was rehabbed with flowering trees, perennials, and fencing.

The Greenway up the center of North Broad Street from City Hall to Spring Garden Street is under our management for the Center City District. Many of the dying shrubs are being replaced by grasses and other plants suitable for the location.

Through its many programs, Philadelphia Green collaborated with residents, neighborhood organizations and corporations, to plan, build, manage and plant a greener Philadelphia. Grateful thanks to all who support us in these endeavors.



# CONTRIBUTORS

## Major Contributors

### Flower Show

PNC Bank, Presenting Sponsor

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Alfred M. Campbell, Jr., Vice President/Treasurer;  
J. Liddon Pennock, Jr., President

### Philadelphia Green

Consolidated Rail Corporation

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Philadelphia Magazine

The William Penn Foundation

The Pew Charitable Trusts

Sun Company, Inc.

### Corporate and Foundation Contributors

During the past year the Society has received generous donations from many sources, including a donation of at least \$750 for our community greening and public landscape projects from each of the following corporations and foundations:

ADVANTA

ARA Services, Inc.

The Arcadia Foundation

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PNC Bank

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The Quaker Chemical Foundation

Rohm and Haas Company

The Lawrence Saunders Fund

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The Warwick Foundation

Waterloo Gardens

The White Dog Cafe

### Contributors

Listed below are those contributors whose gifts of money or services were



While number crunching and other work certainly gets done around the board room table, important ideas are also often exchanged as they are here at a Society reception during a lighter moment. (Left) Frank E. Reed serves on the Flower Show Executive and the Preview Dinner committees. (Center) Kathleen Putnam is the Society's treasurer and serves on the Council and its Executive Committee. (Right) Ann L. Reed chairs the Resource Development Committee and co-chairs the Art Museum Landscape Restoration Committee.

in excess of \$300. Where a couple or company is listed, the gift was in excess of \$600. Contributions to the Flower Show Blizzard Recovery Fund were acknowledged in the 1994 Flower Show Program.

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Mr. & Mrs. James M. Mead

photo by Ira Beckoff



Visitors love to wander through and to study the plants in the 18th Century Garden as well as the beautiful herb and flower garden behind the Headquarters, so lovingly maintained by our loyal volunteers.

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Mr. & Mrs. Walter L. Morgan  
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 Zoological Society of Philadelphia

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# REPORT OF THE FINANCE COMMITTEE

We are pleased to report a successful year in which revenues exceeded expenditures. Excellent Flower Show attendance was responsible for much of the revenue gain, as well as contributions totalling \$189,876 which we received following the close of the previous fiscal year to our 1993 Flower Show Blizzard Recovery Fund. Grateful thanks to all who contributed to this Fund and to other funds throughout the year, and to our exuberant volunteer Cookbook committee. Net reve-

nues from the first year of Cookbook sales were \$42,334.

We are also most grateful for bequests from Grace Cole and Gwendolyn MacMurray, during this fiscal year.

Shown here are excerpts from the audited financial statements for the year ended June 30, 1994, as reported by the Society's auditors, Ernst & Young. A copy of the complete statement is available for inspection at the Society's office.



## STATEMENTS OF FUND BALANCES Years Ended June 30, 1993 and 1994

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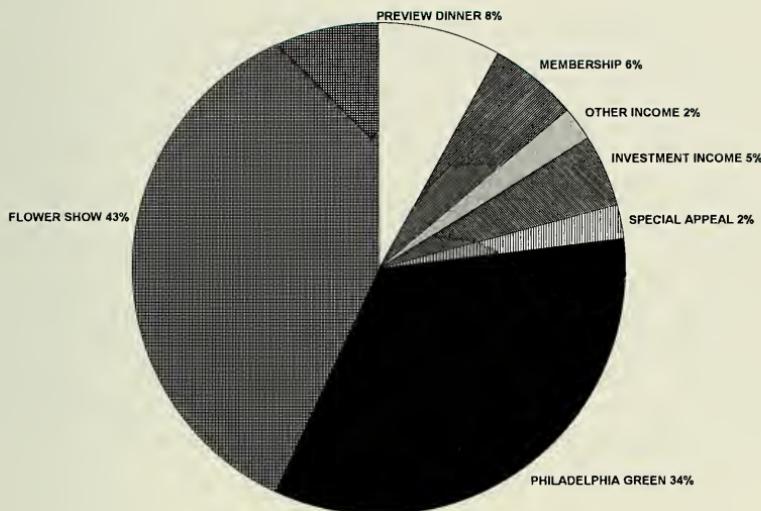
Operating	Endowment Funds		
	Unrestricted	Restricted	Total
Balance, June 30, 1992	\$2,170,543	\$3,366,123	\$5,735,173
Excess of revenue over expenses	392,024		392,024
Interfund transfer	(148,916)	148,916	—
Investment income — restricted		15,076	15,076
Gain on sales of investments		151,978	151,978
Balance, June 30, 1993	2,413,651	3,667,017	6,294,251
Excess of revenue over expenses	758,749	213,583	758,749
Interfund transfer	(970,346)	970,346	—
Investment income — restricted		48,851	48,851
Gain on sale of investments		208,527	208,527
Balance, June 30, 1994	<u>\$2,202,054</u>	<u>\$4,845,890</u>	<u>\$7,310,378</u>

## STATEMENTS OF OPERATING FUND INCOME

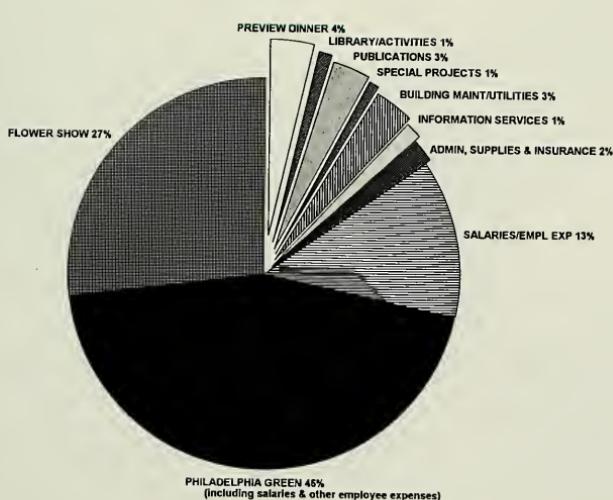
	<b>Year Ended June 30</b>	
	<b>1994</b>	<b>1993</b>
<b>Operating revenue:</b>		
Membership dues	\$ 403,589	\$ 394,296
Designated contributions	5,113	5,450
Flower Show	3,400,862	2,724,601
Preview Dinner	658,605	618,685
Philadelphia Green grants, contracts, and contributions	2,693,066	2,075,422
Membership and other activities	56,309	49,162
Other income	<u>106,485</u>	<u>79,785</u>
	7,324,029	5,947,401
<b>Operating expenses:</b>		
<b>General and administration:</b>		
Salaries	761,692	661,279
Other employee expenses	163,387	163,078
Building maintenance and utilities	64,974	70,094
Depreciation and amortization	157,417	50,749
Administration, supplies, and insurance	<u>147,822</u>	<u>120,120</u>
	1,295,292	1,065,320
Less allocation of overhead to Flower Show	<u>(491,876)</u>	<u>(368,537)</u>
	803,416	696,783
<b>Program services:</b>		
Philadelphia Green (including salaries and other employee expenses: 1994—\$1,352,853; 1993—\$1,255,250)	3,205,376	2,677,904
Publications	219,362	217,765
Flower Show, including allocation of overhead	2,401,304	2,255,478
Preview Dinner	270,905	261,461
Library	33,237	35,405
Membership and other activities	<u>184,126</u>	<u>173,878</u>
Special projects	<u>70,089</u>	<u>89,416</u>
	6,384,399	5,711,307
	<u>7,187,815</u>	<u>6,408,090</u>
<b>(Loss) Gain from operations</b>	<u>136,214</u>	<u>(460,689)</u>
<b>Nonoperating revenue:</b>		
Invested funds and savings accounts	325,404	313,221
Schaffer Trust	42,879	42,831
Undesignated contributions	57,949	22,965
Special Appeal contributions	<u>189,876</u>	<u>324,780</u>
	616,108	703,797
	<u>752,322</u>	<u>243,108</u>
Bequests	<u>6,367</u>	<u>148,916</u>
<b>Excess of revenue over expenses</b>	<u>\$ 758,689</u>	<u>\$ 392,024</u>

# 1993-94 FISCAL YEAR REVENUES & EXPENSES

## Revenues



## Expenses





## COMMUNICATIONS

This year's publicity campaign produced almost 1,500 clippings about the Flower Show, from all over the country and from the sunny islands participating as part of the Show's central feature: Bermuda, Barbados and Puerto Rico.

While the Show's visibility remains high, the public is often not aware that the Society produces the Flower Show, nor that PHS works on a wide variety of neighborhood greening and public land-

scape projects.

This year, through committee recommendations and a staff identity awareness group, we developed several strategies to link the Society as the sponsor of Philadelphia Green and the producer of the Flower Show in the public's mind, including the use of a new logo, which makes its yearbook debut with this edition. We still believe that PHS members remain the Society's most important unofficial spokespersons.

Here a reporter interviews a community gardener at the 1993 Harvest Show.





# COMMITTEES

## Officers & Council

### Officers

Morris Cheston, Jr.\*\*

Chair

Patricia L. Wilson

Vice-Chair

Kathleen G. Putnam

Treasurer

Elizabeth P. McLean

Secretary

Jane G. Pepper\*\*

President

### Council

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John Affleck, *ex officio*

Diane Allen

Susan Armstrong  
Raul Betancourt, Jr.  
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Alice Doering  
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Sallie Korman  
Rosalinda R. Madara, *ex officio*  
Sandy Manthorpe  
Charles N. Marshall  
W. Bruce McConnel 3rd  
Elizabeth P. McLean

Robert W. Montgomery  
Martha Morris  
J. Liddon Pennock, Jr.  
Kathleen G. Putnam  
Lee M. Raden  
Ann L. Reed  
Robert S. Ryan  
Patricia B. Sanders  
Alan P. Slack, *ex officio*  
Mary Jo Strawbridge  
James C. Tabb\*  
Gloria Trower  
Sharon Turner  
Patricia L. Wilson

### Executive Committee

Morris Cheston, Jr., Chair

Diane Allen

W. Thacher Brown

Sally Graham

W. Bruce McConnel 3rd

Council member Rena Ennis (center) is on hand to welcome guests at an Open House for new members and Flower Show Volunteers in the Society's garden. Guests meet staff and some Council and Members' Committee people, visit the library, see films and enjoy wine and cheese at the reception.



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photo by Ira Beckoff

Elizabeth P. McLean  
J. Liddon Pennock, Jr.  
Kathleen G. Putnam  
Ann L. Reed  
James C. Tabb\*  
Patricia L. Wilson

\*deceased

\*\*The Chair of Council and  
the President  
serve *ex officio* on all  
committees.

## Art Museum Landscape Restoration

Ann Reed, Co-Chair  
Kenneth S. Kaiserman,  
Co-Chair  
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Alexa Aldridge  
Ernesta D. Ballard  
Raul Betancourt, Jr.  
Alan D. Bleznak  
Jean Bodine  
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D-J & Howard Brosius  
Lloyd Brown  
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Anne d'Harnoncourt  
Fitz Eugene Dixon  
James Donaghy  
Donald L. Felley  
Judy Foley  
Wes Francis  
Annette Friedland  
Carol Gangewere  
Barbara Kaplan  
Sallie & Bert Korman  
Carolyn Langfitt  
Ed Lindemann  
George Marcus  
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William E. Mifflin  
Martha Morris  
Bob Morrone  
Kitty Muckle  
Kathryn Newland  
Barbara Olejnik  
Chris Palmer  
J. Liddon Pennock, Jr.  
Jane G. Pepper



photo by Ira Beckoff

A crafty critter entry at the Junior Show: "Too little, too late! Use Sunblock."

Lila S. Rankin  
Henry H. Reichner  
Robert Montgomery Scott  
Darrel Sewell  
Walter C. Taylor, Jr.  
Stanley Tuttleman  
Margaret Wallis  
Susan P. Wilmerding

## Awards

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Martha Barron  
Tina Colehower  
Betsy Gray  
Richard W. Lighty  
Elizabeth P. McLean  
Elise Payne  
J. Liddon Pennock, Jr.  
Claire Sawyers  
Sandra C. Ward

## Azalea Garden Party

Cindy & John Affleck,  
Co-Chairs  
Dennis P. Green &  
Carolyn Langfitt, Vice-  
Chairs

## Junior Committee

Ann & Ty Meredith,  
Co-Chairs  
Julia E. Wood & David  
Thayer, Vice-Chairs

## 18th Century Garden Volunteers

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Lilly Glazer  
Johanna Goedel  
Charles S. Holman, Jr.  
Helen Kaufman  
Kitty Lapp  
Jane A. Newcomer  
Harriett Richards  
Kinnie Schmidt  
Cynthia L. Taraskus  
Ruth Walker

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William D. MacDowell  
W. Bruce McConnel 3rd  
Kathleen G. Putnam  
Robert S. Ryan  
Barbara H. Teaford  
Anthony Vale  
Patricia L. Wilson

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Vice-Chair  
Jack Blandy

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F. Daniel Cathers  
Herb Clarke  
G. Morris Dorrance, Jr.  
Walter Fisher, Jr.  
Sally Graham  
David Green  
Wesley M. Heilman III  
Anne Kellett  
Rosalinda Madara  
Mimi McGettigan  
Elise Payne  
J. Liddon Pennock, Jr.  
Robert Pfeilsticker, Jr.  
Lee M. Raden  
Frank E. Reed  
Bruce Robertson  
Rodney D. Robinson  
Alan P. Slack  
John P. Swan  
Paul Tickle  
Sandra Ward  
John Witmyer  
Sandy Young

## **Flower Show Preview Dinner**

Rosalinda R. Madara,  
*Chair*  
Margo P. Eremus,  
*Vice-Chair*  
Alan D. Bleznak  
Cynthia M. Cheston  
Bobby P. Grace  
Jane H. Kilduff  
Sallie G. Korman  
Charles B. Landreth  
Frances M. Maguire  
Sheila W. McDevitt  
Martha H. Morris  
Thomas B. Morris, Jr.  
George Q. Nichols  
J. Liddon Pennock, Jr.  
Judy Pote  
Kathleen G. Putnam  
Frank E. Reed  
Joseph G. Reichner  
Clarence Z. Wurts  
Robert C. Young  
Janey W. & Stephen K.

Ryan, Chairs, Associates  
Ann M. & Donald W.  
Kraftson, Vice-Chairs,  
Associates  
Els & Peter S. Paine 3rd,  
*Co-Chairs, Junior  
Patrons Committee*  
Evelyn V. & John R. Fell  
3rd, *Co-Chairs, Junior  
Patrons Committee*

## **Gold Medal Plant Award Evaluators**

Richard Hesselein, *Chair*  
Darrel Apps  
Tom Dilatash  
William H. Frederick, Jr.  
William Heyser  
Steve Hutton  
Richard W. Lighty  
Paul Meyer  
Philip Normandy  
Sally Reath  
Claire Sawyers



A lesson at the Harvest Show: "a tiny bit of this pepper buurrrnnnns . . . Hot, hot."

J. Franklin Styer  
Charles Zafonte  
Judith Zuk

## Harvest Show

Tina Colehower, *Chair*  
Walter Fisher, Jr.,  
*Vice-Chair*

## Hotline Volunteers

Sue Armstrong  
Richard Both †  
George Clark †  
Alice Doering †  
Elizabeth Farley  
Joyce Fingerut  
Armen Gevjan  
Roxie Gevjan  
Nancy Greenwood †  
Tam Hartell  
Louis Hood  
Nat Nelson †  
Elise Payne  
Dot Plyler †  
Liz Schumacher  
Alan Slack  
Irene Slater †  
John Swan  
Susan P. Wilmerding  
Mary Lou Wolfe  
L. Wilbur Zimmerman

† indicates 10 or more years of  
Hotline Service

## Human Resources

Nila G. Betof, *Chair*  
Blaine Bonham  
Jean Byrne  
Maureen Ginty  
Russell O. Jones  
Doris Landers  
Kathryn H. Levering  
Vernoca L. Michael  
William J. Murdoch, Jr.  
Jennie K. Schumeyer  
Ivy Silver  
James C. Tabb, *Chair\**  
William L. Walker

\*deceased

## Junior Flower Show

Larry Stier, *Chair*  
Runa Bhattacharya  
Iris Brown  
Shirley Brown  
Blanche Epps  
JoAnn Fishburn  
Kate Loal  
Carol Novak  
Rita O'Kedas  
Tina Petrone  
Darling & Nizza Rosario  
Sam Williams  
Hayward Ford, *ex officio*

## Library

Alice M. Doering, *Chair*  
Martha Morris, *Vice-Chair*  
Raul Betancourt, Jr.  
Joan Z. Brinton  
George R. Clark  
Elizabeth B. Farley  
George M. Harding  
Kitty Lapp  
Jane Leake  
Elizabeth P. McLean  
Sandra K. Myers  
W. Gary Smith  
L. Wilbur Zimmerman

## Nominating

Robert S. Ryan, *Chair*  
W. Thacher Brown  
Sally Graham  
Kathleen G. Putnam  
Ann L. Reed  
Henry H. Reichner, Jr.  
Mary Jo Strawbridge

## Philadelphia Green Advisory Board

Hayward Ford, *Chair*  
Rachel Bagby  
Clannie Berrian  
Runa Bhattacharya  
Gladys Blackwell  
Iris Brown  
James Brown  
Shirley Brown

C. Charles Carmichael  
Rosanne Christensen  
Denise Clark  
Carmen Delgado  
Florie Dotson  
Gertrude Dyer  
Charlotte Elsner  
Rena Ennis  
Rosina Feldman  
JoAnn Fishburn  
Golde Fitzpatrick  
Acia Gay  
Beverly & Delmer Gill  
Marva Harris  
Annie Hyman  
Leonora Jackson-Evans  
Nanzetta Leavy  
Kate Loal  
Leslie Lopez  
Dorsha Mason  
Steve Maurer  
Lorraine McGill  
Patsy McLaughlin  
Darin Moletta  
Brenda Nealy  
Jim Norris  
Rita O'Kedas  
Eugene Parker, Jr.  
Wyn Postell  
Joyce Richardson  
Pearl Romans  
Tomasita Romero  
Linda Ross  
Laura Sims  
Georgann Smith  
Alex Soroka  
Frank Stefano  
Larry Stier  
James Taylor  
Charles Thomson  
Marjorie Thornton  
Gloria Trower  
Haroldine Trower  
Sharon Turner  
Vivian Van Story  
Marjorie Washington  
Andrea Williams  
Sam Williams  
Barbara Wolf  
Lily Yeh  
Marc Zaharchuk

## **Publications**

Anne S. Cunningham,  
*Chair*  
Kathryn S. Andersen  
Walter G. Chandoha  
Judy Foley  
Charles W. Heuser  
Gene Jackson  
Anthony A. Lyle

Robert McCracken Peck  
Mary Lou Wolfe  
L. Wilbur Zimmerman

## **Resource Development**

Ann L. Reed, *Chair*  
Raul Betancourt, Jr.  
Brinton Brosius

J. Howard Brosius  
Herb Clarke  
Donald L. Felley  
Elizabeth P. McLean  
J. Liddon Pennock, Jr.  
Kathleen G. Putnam  
Ivy Silver  
Regina Thomas  
Margaret Wallis



Lunch break at a relaxed staff day retreat away from the office to plan for next year's activities. Staff now numbers 75.

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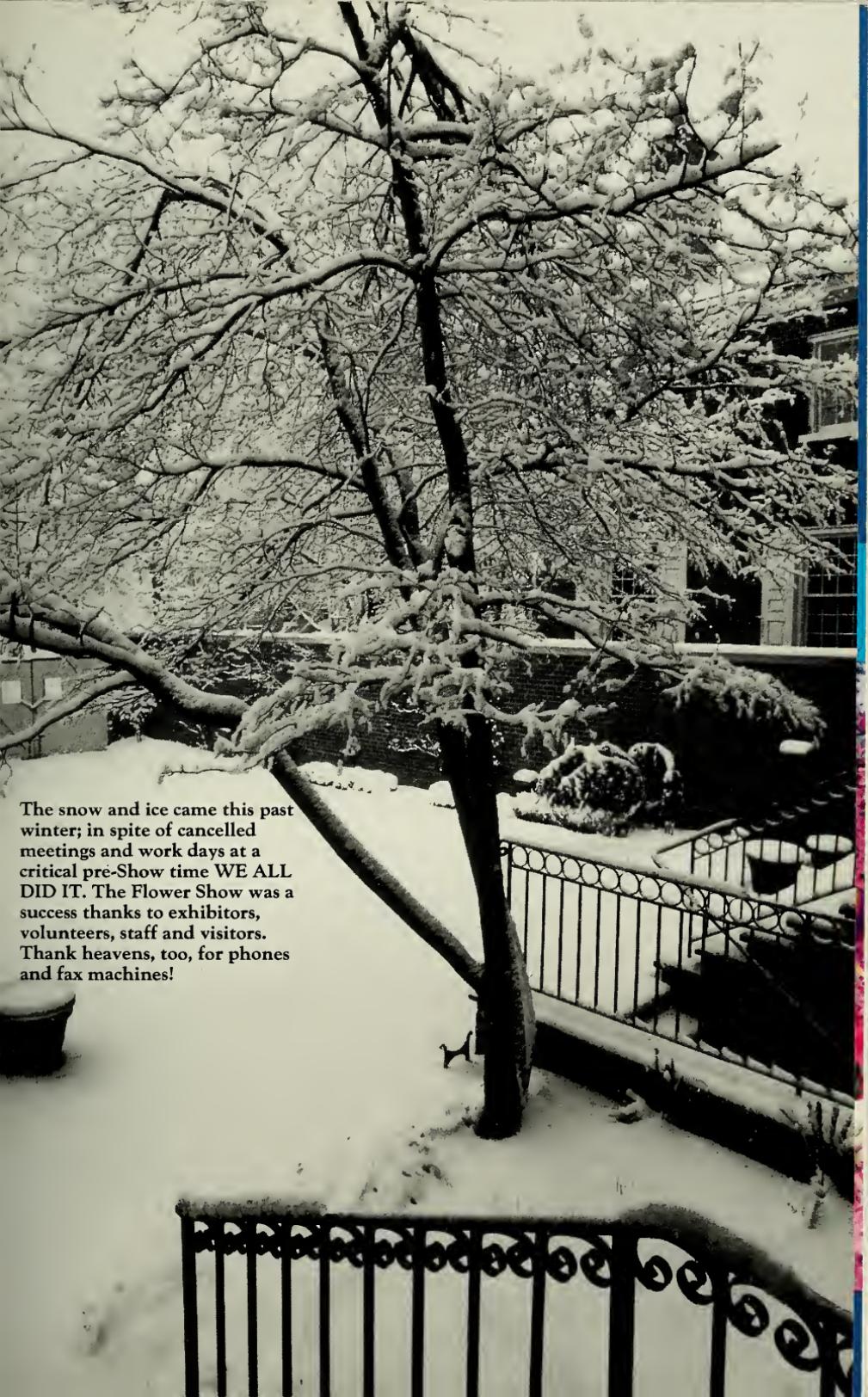
## **STAFF**

Jane G. Pepper  
*President*  
Georgia Ashby  
*Communications Assistant*  
Jane W. Alling  
*Assistant Librarian*  
Suzanne W. Betts  
*Development Manager*  
Kalyan Bhagratty  
*Assistant Coordinator*  
Duane Binkley  
*Horticultural Intern*

J. Blaine Bonham, Jr.  
*Executive Director,*  
Philadelphia Green  
Ramon Burgos  
*Clerk*  
Jean Byrne  
*Director of Publications*  
Janet Carter  
*Assistant Education Specialist*  
Lillian Ciarrochi  
*Accounting Manager*

Linda Davis  
*Membership Secretary*  
Linda Dickerson  
*Administrative Assistant*  
Anna E. Domalevicz  
*Administrative Secretary*  
Elsa Efran  
*Administrative Assistant*  
Janet Evans  
*Librarian*  
Denise Flores  
*Administrations Manager*

Jonathan Frank Field Services Coordinator	Doris Landers Human Resources Manager	Eva Ray Program Services Manager
Eileen Gallagher Horticulturist	Anne Letter Advance Ticket Sales Coordinator	Jackie Reardon Assistant Activities Coordinator, Philadelphia Green
John Gannon Administrative Assistant	Carol Lindemann Executive Assistant to the President	Eugene Reeves Youth Program Specialist
Jose Garcia Tree Program Assistant Coordinator	Edward L. Lindemann Senior Horticulturist/Show Designer	Joseph P. Robinson Publications Associate
Ellen Gittleman Communications Assistant	Carol C. Lukens Editorial Assistant	Marie Rodia Receptionist
Elinor I. Goff Library Aide	Madeline Marr Communications Assistant	Maitreyi B. Roy Project Manager
Keith Green Community Services Intern	Mindy Maslin Education Specialist	Patricia Schriber Education Department Manager
Lillian Greenberg Membership Activities Coordinator	Sally McCabe Education Specialist	Na'Teinya K. (Gigi) Sheppard Secretary
Michael W. Groman Site Development Department Manager	Elizabeth McGill Administrations Assistant/ Hospitality Coordinator	Peggy Siner Bookkeeper/Payroll Administrator
Ellen Gross Marketplace and Special Activities Coordinator	Frank McGovern Custodian	Joseph Slane Project Coordinator
Betsy Gullan Membership Manager	Marge Meer Competitive Classes Coordinator	Julie Snell Book Conservator
Deborah Hall Community Services Coordinator	Kathleen Mills Staff Horticulturist	Julia Sokol Activities Assistant
40 Elizabeth Hauck Systems Coordinator	Thomas Mishler Project Manager	Lisa Stephano Communications Manager
Sara Hedstrom Public Landscapes Intern	Jeffrey Myers Senior Education Specialist	Mark Teller Project Manager
James Holahan Assistant Coordinator	Sandra K. Myers Cataloger	Clara Troilo Receptionist
Dawn Johns Administrative Assistant	Flossie Narducci Events and Volunteer Coordinator	Anne Vallery Creative Services Coordinator
Betsy Johnson Administrative Services Coordinator	Kathryn Newland Landscape Architect	Ellen P. Wheeler Preview Dinner Coordinator
Melinda Johnson Assistant Coordinator	Barbara Olejnik Public Landscapes Program Manager	Veronica Whiten Receptionist
Verlene Johnson Community Services Coordinator	Susan Burpee Phillips Project Manager	Mary Williams Housekeeper
		Winfred Young Assistant Coordinator



The snow and ice came this past winter; in spite of cancelled meetings and work days at a critical pre-Show time WE ALL DID IT. The Flower Show was a success thanks to exhibitors, volunteers, staff and visitors. Thank heavens, too, for phones and fax machines!

A view of Daniel G. Kepich and Associates' 1994 Philadelphia Flower Show exhibit "Woodland Retreat." Kepich's nursery in Holicong, Pa., won Best Achievement Award in the Landscape category for the Best Woodland exhibit.

photo by Adam Laipson





THE  
PENNSYLVANIA  
HORTICULTURAL  
SOCIETY

# 1995 YEARBOOK



*“Grow with us.”*



Bread, eggplant and artichokes made up a portion of a Roman emperor's feast in Evantine Design's *Reflections of Timeless Beauty*, one of five stellar central feature exhibits capturing *Moments in Time, a Galaxy of Gardens* at the 1995 Philadelphia Flower Show. The Philadelphia Flower Show moves to the Pennsylvania Convention Center in 1996, ending a 30-year run at the Civic Center.



# The Pennsylvania Horticultural Society 1995 Yearbook

**July 1, 1994 to June 30, 1995**

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The Pennsylvania Horticultural Society seeks to inspire residents of the Greater Philadelphia Region and beyond to practice the art and science of horticulture.

### Front Cover

The azaleas, the weather, the yummy food, the musicians, the clowns, the dress-up garden garb and the exuberance of the young people all contribute to a glorious Azalea Garden Party celebrated adjacent to the Philadelphia Museum of Art in spring.  
Front cover photo by Ira Beckoff

*“Grow with us.”*

The Pennsylvania Horticultural Society  
Independence National Historic Park  
325 Walnut Street  
Philadelphia, PA 19106-2777  
Phone (215) 625-8250  
Fax (215) 625-8288



Franklin Shores takes time at the PHS Harvest Show to smell the roses. Shores gardens on 600 sq. ft. of a roof in the Italian Market area of the City, and he has carved out a spot for a vegetable garden in a new community garden on South Street. Shores exemplifies the Society's motto, "Gardening...a way of life...full of life."



# *The Pennsylvania Horticultural Society's Mission*



The Pennsylvania Horticultural Society seeks to inspire residents of the Greater Philadelphia Region and beyond to practice the art and science of horticulture. Our Society is made up of members, volunteers, and an expert professional staff. The settings vary and there are many programs, but together:

- We grow things — flowers, vegetables, fruit, trees, minds.
- We advise long-time horticulturists and provide them with a means of displaying their successes and learning from each other.
- We encourage and teach first-timers who have never tended a seedling to do their own growing.
- We convert horticultural disinterest into interest, interest into enthusiasm, enthusiasm into action.

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A basic part of our mission is to alter fundamentally how people in the Greater Philadelphia Region perceive their own community. We encourage them to dream, to imagine the extraordinary vitality of a place brimming with horticultural activity. We help them convert those dreams into reality, to take the “dead spaces” around them and turn them into green spaces full of life.

The resources and volunteers that have helped PHS flourish are drawn heavily from throughout the region. Yet the cultural core of this region is the City of Philadelphia. For this reason, PHS programs should include attention to that core, continuing to bring it to horticultural life.



# MESSAGE FROM THE CHAIR AND PRESIDENT

The seemingly calm discussion of our activities in the following pages gives little indication of the flurry of planning, meetings and tasks that has pressed staff and volunteers throughout the year. During the past 15 years your Society has moved along, sometimes trotting, sometimes galloping, but always heading down a well-defined path.

These days, with two large-scale moves ahead of us in one year, the path is no longer so well-defined and life has become infinitely more interesting and exciting. Take for example the Flower Show, which has operated like a well-oiled machine at the Philadelphia Civic Center for 30 years, thanks to the fine-tuning of staff and volunteers. The Show's new home, the Pennsylvania Convention Center, not only has 40% more exhibit space, but it's in a totally different part of town, so all those habits and patterns we have developed over three decades must be changed, not to mention another major change: the Show will run from February 25 to March 3, 1996, one week earlier than usual.

Throughout the year, the Show team has been creating what we know will become another well-oiled machine, but right now it's a question of making new parts and piecing them together.

As we developed these new Show components, we worked and



photo by Ira Beckoff

reworked budgets. When we figured out the costs we knew it was time to visit a few friends in search of help to make sure not only that we would cover the expense of the new Show, but also that we would be able to provide an uninterrupted flow of revenue to continue the Society's community greening and public landscape programs and other outreach activities.

Those visits were heart-warming;

our donors clearly understood the need, enthusiastically endorsed our plans and made generous contributions, totalling \$1.05 million as we go to press. Special thanks to Pam Copeland, Dodo Hamilton, The Pew Charitable Trusts and a couple who wish to remain anonymous. Your contributions will cover new staging and portions of the Show's central feature, and help us publicize the Show's new location

PHS chair Morris Cheston and president Jane Pepper are leading the Society into the 21st century with a new Show site and new headquarters.

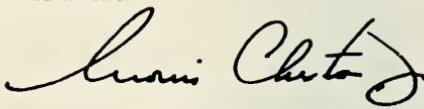


and Flower Show Week. This celebration, designed to attract Show visitors who will also stay in Philadelphia's hotels and enjoy its cultural attractions, restaurants and shops, has behind it a remarkable coalition of people, including the Mayor and organizations which have become enthusiastic supporters of the Show at the new site.

Another major activity during the past year has been our search for a new headquarters. More than two years ago, our landlord of more than 30 years, Independence National Historical Park, alerted us that we would have to vacate the building at 325 Walnut Street for at least two years so major repairs could be made. After much discussion, we decided it was time to look for a location where we could combine our headquarters operations and our satellite facility, currently at 325 Chestnut Street. We have entered into a lease for 29,000 sq. ft. at 315

Chestnut Street where we will, starting in the summer of '96, become a co-occupant with the Chemical Heritage Foundation, the building's new owner.

With so much change on the horizon, we are especially grateful for all the help we have received during the past year from our members, our volunteers, our funders and our staff. Your enthusiasm is behind everything we do, and we look forward to having your support as we face the exciting times ahead.



Morris Cheston, Jr.



Jane G. Pepper  
October 17, 1995

A segment of Robertson of Chestnut Hill's five-part Central Feature exhibit at the 1995 Philadelphia Flower Show showed "moving out" from the Civic Center after 30 years of great Shows there. Next year's Show will be held at the Pennsylvania Convention Center at 12th & Arch Street from February 25 to March 3.



# MEMBERS' SERVICES

PHS membership has edged toward 9,000 members this year with a healthy renewal rate of 85%. During the year we revamped the list of members' benefits for all categories with interesting results. The 1827 Society, a new membership category, attracted a gratifying 102 charter members, each of whom generously contributed a minimum of \$1,000 in this first year. These and other membership contributions are so important to the Society because they provide unrestricted funds to complement the program funding we receive from other sources. In the category of family memberships, numbers zoomed, now representing more than 50% of the PHS family.

Members are involved in the Society in many ways: as participants in PHS educational lectures, workshops, field trips, and tours; as volunteers for PHS events like the Philadelphia Flower Show, the Harvest Show, City Gardens Contest judging panels, Spring Garden Visits, Annual Plant Dividend, and much more. At the heart of volunteer

participation in PHS events is the Members' Committee, overseeing policy and serving as ambassadors for the Society. We are grateful to them for all they do and to all PHS volunteers, who give so much to our organization.

PHS recently purchased a new computer software system that will allow us to know and better serve our members, and eventually link various constituencies within the Society.

Highlights of the activities year included tours of outstanding gardens as part of the Spring Garden Visits, a flower arranging demonstration at the Philadelphia Museum of Art by world-renowned designer Kenneth Turner; a successful year at the Membership/Information Booth and The Garden Shop at the Philadelphia Flower Show; three extended tours for members to Charlottesville, Virginia; to England for the Gala Preview at the Chelsea Flower Show plus gardens in Kent, Gloucestershire, and Wiltshire; and to the French Riviera and Provence.

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## Garden Visits, Spring 1995

### ***Media, Swarthmore, Newtown Square***

Dr. and Mrs. Arthur G. Baker, Jr.

Mr. and Mrs. Morris Berd

Dr. and Mrs. Armen Gevjan

Mr. and Mrs. Wirt Thompson, Jr.

Dr. and Mrs. Michael Yow



Members visit LaCasela, a garden on the PHS tour of Private Gardens of Provence and the Riviera scheduled from May 30 to June 12, 1995.

***Northwoods, Abington, Rydal,  
Bryn Athyn***

Reverend and Mrs. Kurt Asplundh

Mr. and Mrs. Robert Asplundh

Mr. and Mrs. J. Howard Brosius

Mr. and Mrs. George Haines

Mr. and Mrs. Brian Keim

Mrs. B. F. Roland

Bryn Athyn Cathedral and Cloister

Gardens at Glen Cairn

***Main Line***

Mr. and Mrs. Robert F. Greenwood

Mr. and Mrs. Samuel M.V. Hamilton

Mr. and Mrs. Robert Hauptfuhrer

Mr. and Mrs. Richard Kasher

Dr. and Mrs. J. Brien Murphy

Dr. Lee Osterman and Elissa Topol

## Publications

### **Green Scene**

Throughout the year, area gardeners told their stories and shared their solutions to gardening challenges: they gave practical hands-on gardening advice about how to adjust gardening chores as we age; information about new perennials from two major conferences; discussed software for landscape designing; told how to find, steal, give and use time in the garden; how to feed the hungry with gardening surpluses. *Green Scene* featured articles about some of the best plants to grow and how to grow them written by several winners of top awards at the Flower and Harvest shows. Authors inspired us with results rooted in time, work and reflection: a story from Joanna Reed about 50 years of gardening at Longview Farm and a story by first-time contributor Douglas Alderfer about the art nouveau trellises that he likes to create.

### **Flower Show Program**

A fitting memento of 30 successful years at the Civic Center, the 104-page *Program* took a nostalgic look at the Show's growth there from modest beginnings in the Civic Center's basement to a Show of international importance. The *Program* also featured the Society's step into the future with a photo layout of our new Show home at the Pennsylvania Convention Center.

In addition to being a keepsake for the visitors to the Show, the *Program* acknowledges the valuable role sponsors, exhibitors, volunteers and staff play in producing the Show.

Almost 36,000 copies were sold.

### **PHS News**

We added two pages per issue to provide more information about the Society's trips, activities and special events. *Bookends*, published quarterly as part of the *News*, and devoted to new books and other Library information, generated 500 requests for library materials.

### **Showtime**

*Showtime*, a two-page daily newsletter distributed at the Flower Show to the Show family, debuted this year with 10 issues. More than 500 copies were printed each day for distribution to exhibitors, volunteers, PHS and Civic Center staffs, program sellers, security and traffic police.

Why a newsletter now? Because the Philadelphia Flower Show has changed and grown and next year

Olivia Lehman, one of the 47 authors who wrote for *Green Scene* last year, checks details on slides for an upcoming issue of *Green Scene*.



photo by Ira Beckoff

we'll grow even bigger. The best thing we've all had working at the Show over the last three decades is our sense of family, the joy of participation, as well as the stimulus of competition. *Showtime* tells us how exhibitors are doing in the daily judging; how all our jobs fit together. We hope it will make our work at the Show easier and continue to give us a sense of being part of a large and wonderful event. The most popular part of *Showtime* was the gossip column "Flower Show Dirt."

## PHS Library

Books were checked out and returned to the Library at a smart clip this year: a 16% increase in circulation from the past year, with 3,887 books and videotapes on loan. Of these, 3,619 items were loaned to PHS members; 212 items were sent to members of the North American Rock Garden Society and to the Hardy Plant Society/Mid-Atlantic Group; and 56 items to other libraries.

Reference inquiries also increased: 1,918 queries via visit, telephone, or letter, a 23% increase over the previous year. Inquiries come from around the corner, e.g. a plant I.d. for the Independence National Historical Park staff, and from a distance, when we supplied National Gallery of Art curators with the history of Philadelphia's Washington Square.

Heavier library use reflects members' greater awareness of the Library's programs and services. This awareness comes from the popular Book Ends; News From the PHS Library, a quarterly supplement to the *PHS News*; and from Library handouts such as the "Members'

Guide to the PHS Library." Other revised Library handouts include a list of speakers on horticultural and related topics and the Library's video list.

The annual Book Sale, held in September in conjunction with the Plant Dividend, is a wonderful way to stock your gardening library with carefully selected book offered at reasonable prices. This year's sale was no exception, with over 500 books sold.

The Friends of the Library Evening in November featured book collector David Andrews, who spoke on "Collecting Botanical and Horticultural Literature."

While our books help gardeners increase their horticultural knowledge, there is no substitute for thoughtful, expert, friendly gardening advice from the Horticultural Hotline, PHS's telephone service of quick answers to gardening dilemmas. It is staffed by 20 expert volunteers who answer anything from "how do I prune raspberries?" to "how do I get rid of poison ivy?" The Hotline is available 9:30-noon, Mondays through Fridays, January through November. To contact the Hotline, call (215) 922-8043; fax (215) 625-8288; or e-mail to [JEVANS@HSLC.ORG](mailto:JEVANS@HSLC.ORG)

## 18th Century Garden

The colorful gardens at the Society lure passersby in spring, summer and fall, especially on Wednesdays when the volunteer gardeners plant, maintain and weed.

The summer garden of '94 had a tropical feel as white caladiums erupted, encircled by rose campion (*Lycchnis coronaria*); salvia, nicotiana and heliotrope drew the eye with



The Library fills up with book borrowers during the day; volunteers seeking information for Flower Show exhibits; researchers checking archives . . . and sometimes just a member relaxing between meetings.

their passionate intensity.

The spring of '95 was welcomed with pastel bulbs blooming in the 18th Century Garden — Tulips: 'Esther,' 'Shirley,' and 'Dreaming Maid,' were interplanted with the Narcissus 'Golden Dukat' and 'White Lion.' Pansies 'Beaconfield' and 'Majestic White' underplanted this soft, shaded display.

The gardening year's highlight was the construction by Independence National Historical Park of a new gazebo in the garden.

## Exhibits

Jamie Perkins's Agri-sculpture, fashioned from ordinary tools and

farm machinery parts into whimsical animals and shapes, captivated visitors with their imagination and whimsy at a three-month exhibit at the Society, indoors and out. So enchanting, the exhibit encored at the Harvest Show.

Rockwood Museum of Wilmington, Delaware, festooned PHS's lobby with the pageantry of "A Victorian Christmas."

Visitors were drawn to the painting exhibitions throughout the year: Margaret Thompson's "Treasure & Care for the Earth," Signe Hall's "Portraits and Passages," and Maureen Hannifin's "Romance in Bloom."

photos by Ira Beckoff





You are everywhere and you do everything — from mentoring to weeding; from experimenting with hard-to-grow plants to distributing them at a plant giveaway; from staffing the Hotline to selling books at our Library's book sale.

You come from executive suites and kitchens; from hospitals and law firms; from the beautiful estate and the neighborhood struggling to reclaim itself, and everywhere in between. You arrive first thing in the morning or stop by after work.

Sometimes you help train staff in computer lore, and you oversee our investments. More than 2,000 of you have participated at each of our recent Flower Shows, some with responsibilities equivalent to running a moderate-sized business. You have joined with staff to plan the Flower Show move to its new site in 1996, and through the year have guided us to secure our new headquarters for our move in the summer of 1996. And we're counting on more of you than ever in this next year.

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When you say "I gave at the office," you're not just whistling Dixie; you give and give and give.

*Thank you.*

# Volunteers



*You are the wind beneath our wings  
Without you we could not fly*

# SHOWS

## PHILADELPHIA FLOWER SHOW

Philadelphia Civic Center  
March 5-12, 1995  
Judging and Preview  
March 4, 1995

For the last time visitors enjoyed a Show at the Philadelphia Civic Center. From Canada to California, from Center City Philadelphia to Chester County, they came to enjoy the exhibits, participate in programs and learn about growing and gardening.

For our swan song we gave them a touch of the past and a taste of the future. From the past a Roman Banquet setting and Shakespearean garden; looking to the future, they encountered a spaceship garden and an earthly garden where mortals would, through the benefits of genetic engineering, grow plants from different climatic zones, such as pines and palms in one garden. International representation remains strong in the Philadelphia Flower Show and among our 57 major exhibitors one exhibitor of long



Jack Blandy of Stoney Bank Nurseries works at set-up on his trend-setting Central Feature design at the Flower Show which forecasted technological changes in gardening. Blandy is a member of the Flower Show Executive Committee.

standing came from Korea, another from Italy, and new exhibitors from England and Peru.

Once again we say many, many thanks to our exhibitors and volunteers who did an outstanding job and also to all our sponsors and especially to presenting sponsor PNC Bank.

### ***Planning the '96 Show***

After honing our presentation for 30 years at the Philadelphia Civic Center, we looked at the '95 Show

photo by Ira Beckoff

from a new perspective as we tried to anticipate all the changes we must make for a successful opening at the Pennsylvania Convention Center next February.

Throughout the year, we had run tours for exhibitors, volunteers and members at the Pennsylvania Convention Center. During Show Week we hosted visits at the Civic Center from Pennsylvania Convention Center management staff, from ARAMARK studying food service operations and from other operational groups ranging from electrical contractors to traffic consultants.

### **'96 Flower Show Week**

Local hotels, restaurants and cultural attractions also visited to hear more about our goals for a

Flower Show Week Celebration, planned not only for area residents, but also to entice those who visit the Show from beyond the immediate area to increase the duration of their stay. From surveys at the '95 and prior shows, we know that approximately 30% of our audience comes from beyond Pennsylvania, New Jersey and Delaware; we want these visitors to stay overnight in Philadelphia, to eat in our restaurants and to enjoy our cultural attractions. Representatives from the Pennsylvania Convention Center and the Philadelphia Convention and Visitors Bureau are our partners in this venture, under the leadership of Mayor Rendell.

Attendance was 214,721 compared to 232,363 in '94 and 167,255 in '93, the year of the deadly blizzard.



photo by Ira Beckoff

A young and future gardener checks out a pepper Bounty Basket at the 1994 Harvest Show.



photo by Ira Beckoff

Future judges in the making?

### THE HARVEST SHOW

The Horticulture Center  
Fairmount Park  
September 17 & 18

"Children Celebrate the Harvest," especially evident in the design section of the Harvest Show, featured class titles related to children's games and activities: Jacks; Computer Games; Grandmother's Attic; and Penny Candy.

The Youth Section of the Show added new classes that brought in more and wonderfully original entries. Design classes in the Youth Section explored the nature of children of yesterday, today and tomorrow with a tea party, recycling and a trip into the space age with a futuristic arrangement.

Almost 600 classes, including floral and vegetable bounty baskets, 110 preserved product classes, ornamentals and container-grown vegetables, among others, gave both individual and community gardeners a chance to compete good-naturedly and to learn from their fellow gardeners.

Tents added to the Show's layout of prior years accommodated an expanded marketplace and larger food service area featuring grilled fare with seating around the reflecting pool and fountain.

Approximately 6,000 people attended the Harvest Show. The festivities were concluded with an informal Awards presentation just before closing on Sunday afternoon.

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### 1995 JUNIOR FLOWER SHOW

The Bourse between 4th & 5th streets & Market & Chestnut streets  
May 17-18, 1995

#### Make a Wish — Happy Birthday

#### In Celebration of the 20th Anniversary of the Show

1260 Total entries  
840 horticultural  
420 artistic  
10 challenge class

40 groups entered — schools, scout groups, 4-H groups, pre-schools and others.

# PREVIEW DINNER

Margo Eremus, our talented and energetic chair, and the Preview Dinner Committee welcomed more than 3,000 guests at this year's gala. Guests enjoyed cocktails, hors d'oeuvres, music, jugglers, and a chance to view the Show at a leisurely pace before opening to the public on Sunday.

More than 2,000 of our guests remained for a seated dinner in the Civic Center's Convention Hall, which was decorated to resemble a series of medieval tents. Festooned

with fabrics and flowers in rich, jewel tones, the colors symbolized the Society's outreach: the pink of the Azalea Garden, our Ribbon of Gold and all the activities of Philadelphia Green. Here, guests dined in the company of 24 of the past 29 Preview Dinner chairs, who, over the years, have helped to raise more than \$4 million. We're grateful to all our guests for their contributions to the Society through the Preview Dinner.

PNC Bank as the 1995 Flower Show's Presenting Sponsor for the fourth year hosted a lunch at the Pennsylvania Convention Center for the Preview Dinner Committee. PNC Bank president and CEO Richard L. Smoot at the podium and Linda Madara, a past Preview Dinner chair in the foreground.



photo by Ira Beckoff



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*... Amazing things happen at ...*



18 27

# We Work *and* Have

# FUN!



Far left: A garden reception for new members and Flower Show volunteers at Society headquarters.



Top right: Diane Allen, 1995 Philadelphia Flower Show chair, chats with Mary Jo Strawbridge, 1996 chair, and her husband Frank (right) at the Show party, which was held at Chanticleer in Wayne, Pa. (Left) William Mills, member of the Flower Show Executive Committee.

Bottom right: And the winner is . . . Carolyn Langfitt reads off the name of the winner of a pair of free tickets to the Azalea Garden Party at a kick-off reception for the committee at the Omni Hotel. Langfitt and Dennis Green are committee co-chairs.

## Azalea Garden Party . . .



# AWARDS

## PENNSYLVANIA HORTICULTURAL SOCIETY AWARDS

### 1994 Distinguished Achievement Award —

*Francis H. Cabot*

### 1994 Certificate of Merit —

*Florie Dotson, Friends Hospital,  
Charlotte and Alan Slack*

### 1994 Collegiate Scholarship —

*Christopher Drossner Patzke*

## 1995 PHILADELPHIA FLOWER SHOW AWARDS

### Best in Show

Landscape: *Gale Nurseries, Inc.*

Florist: *LeRoy's Flowers & Gifts, Inc.*

Academic Educational: *Williamson*

*Free School of Mechanical Trades*

Nonacademic Educational: *Organic  
Gardening Magazine/The Rodale  
Institute Research Center*

Nonprofit Display: *North American  
Rock Garden Society, Delaware  
Valley Chapter*



photo by Ira Beckoff

At the 1994 Harvest Show awards presentation two generations of exhibitors sported Bronze Medals: Grandmother Leanora Williams for the Ren Parks Community Garden exhibit: Container-grown vegetables, fruits, annuals and Shannon Summers (Leanora's granddaughter) for the Pastorius Ecology Club's Ornamental plants grown in a container in the Youth Section.

### Competitive Class Sweepstakes Horticultural Sweepstakes

(Individual): *Mr. & Mrs. Samuel M.V. Hamilton*

Runner-up: *Sylvia Lin*

### Horticultural Sweepstakes

(Organization): *Old York Road Garden Club*

Runner-up: *South Jersey Organic Gardening Club*

Artistic Sweepstakes (Individual):

*W. Eugene Burkhardt, Jr.*

Runner-up: *Rosemarie Vassalluzzo*

Artistic Sweepstakes (Organization):

*Wissahickon Garden Club*

Runner-up: *Garden Club of Philadelphia*

Competitive Classes Sweepstakes (Club): *Garden Club of Wilmington*

Runner-up: *Old York Road Garden Club*

Grand Sweepstakes (Individual):

*Art Wolk*

Runner-up: *Rosemarie Vassalluzzo*

### THE PARADIGM AWARD

The Greater Philadelphia Chamber of Commerce Paradigm Award is presented annually to one woman in business whose outstanding personal and professional accomplishments serve as a model for success: to **Jane G. Pepper**, President, Pennsylvania Horticultural Society.

### THE ARTHUR HOYT SCOTT GARDEN & HORTICULTURE AWARD

Since its inception in 1930, this award has been made from time to time to recognize individuals who have made outstanding national

contributions to the science and art of gardening. For the second time in the history of the award, it was granted to an organization rather than an individual: **The Pennsylvania Horticultural Society** received the award and \$2,000 "in recognition of work in creating and developing a wider interest in gardening."

### THE UNIVERSITY OF DELAWARE ALUMNI WALL OF FAME

**Jane G. Pepper** in recognition of her outstanding professional accomplishments.

### 1995 GOLD MEDAL PLANT AWARD

Four woody plants chosen for their outstanding ornamental and cultural characteristics were given the 1995 Gold Medal Plant Award by the Committee. The trees *Aesculus pavia* and *Halesia diptera magniflora* provide maximum bloom with minimum maintenance.

*Heptacodium miconioides* adds interest to the autumn landscape with flower and fruit, and *Ilex verticillata* 'Winter Red' dazzles in the garden through winter.

Jane G. Pepper receives Mayor Rendell's congratulations as recipient of the Greater Philadelphia Chamber of Commerce's prestigious Paradigm Award. To the left is GPCC president Charles Pizzi.



# PHILADELPHIA GREEN

Does the gentle art of horticulture have anything to say to the harsh economic realities of joblessness and declining American cities?

Can a tree nursery help fight poverty in North Philadelphia?

Why should a homeless man who lost his job in the latest of many factory closings care about an herb garden?

Like most aging cities in the Northeast, Philadelphia has lost jobs and people — 500,000 of them since World War II. As a result, large and small parcels of land, former factory and housing sites, now lie abandoned. By the latest count, the city has 15,000 vacant lots — commonly called “brownfields,” the scourge of industrial cities in a post-industrial age. Collecting only weeds and trash and providing no revenue, this urban vacant land multiplies as swiftly as the most invasive mugwort.

Declining city budgets, snarling bureaucracy, and an outdated mindset that views land as nothing more than a tax rateable without

thought for other amenities has elevated the problem of derelict land to seemingly hopeless proportions.

Counter-balancing that bleak picture is a new movement powered by community-based organizations in which city residents are taking control of their own destinies. In 1994, Philadelphia Green with its community greening partnerships forged over 20 years, commissioned an exhaustive study of urban vacant land and its potential uses.

Seeking out innovative approaches to coping with increasing rates of vacancy and abandonment in 14 cities, including Philadelphia Green's own dramatic local successes in urban open space planning, development and preservation, the report puts the problem on the table. It provides vital information to infuse an ongoing national debate with hope — hope that the “problem” of urban vacant land can become an “opportunity” to revitalize America's cities.

***Urban Vacant Land: Issues and Recommendations*** offers a plan for neighborhood open space management and a vision of the



Community volunteers worked at planning stages with the PHS Park Program staff to create a garden at the Marion Anderson Recreation Center at 17th & Fitzwater Streets. Here passersby talk with Brad Coons, a community resident and volunteer, about the garden's progress.

urban landscape that is not a toxic and litter-scattered symbol of decay and despair, but an asset to be seized by urban dwellers who want to revitalize their neighborhoods. It is fitting that such a report should come out of Philadelphia, which leads the country in the scope of its community greening efforts. Philadelphia Green has been at the forefront of these efforts. (Copies of the Executive Summary are available on request.)

### A Tree Farm Grows in North Philadelphia

On a 90° day in July, Philip Stewart is tending 257 potted trees scattered over a formerly vacant lot at 15th and Cecil B. Moore Avenue in North Philadelphia. The trees —white oak,

river birch, dogwood, weeping cherry, Kentucky coffee tree, zelkova, ironwood — and Stewart himself are part of a Philadelphia Green partnership with the local community organization, Sea Change, and with the Beech Corporation, and Temple University's Landscape Training Program to develop a "green" industry in this neglected part of the city.

With training from Sea Change and continuing assistance from Temple and Philadelphia Green, Stewart was able to start his own landscaping business. "I hope when I'm established, I can employ a couple of kids from the neighborhood."

On an adjacent lot at the same site, teenagers are planting herbs and vegetables. Watching them, Sea Change president Rosalind Johnson

talks about business incubators, housing initiatives, and environmental education. She talks about teaching the teens who are part of a summer work program funded by the Private Industry Council: "how important trees are; how important flowers are; and how we can develop businesses to help us actually live off the land."

The fledgling tree farm and herb/vegetable garden are part of a larger economic development plan for North Philadelphia that Johnson says, "will help us beautify our community and sustain ourselves financially."

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***With training from Sea Change and continuing assistance from Temple and Philadelphia Green, Stewart was able to start his own landscaping business. "I hope when I'm established, I can employ a couple of kids from the neighborhood."***

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A few blocks from the tree farm, an outdoor classroom garden at Meade Elementary School begins early to teach kids who grow up on concrete about burly beeches and Jersey pines. Local residents received salaries to build the garden. These projects are among Philadelphia Green initiatives to provide alternative uses for land that can generate jobs for residents and draw dollars into economically depressed neighborhoods.

Community development organizations, which have traditionally built and rehabilitated housing, conducted job training, and

provided other social services such as drug counselling, are beginning to value greening as an economic tool in a battle to save their neighborhoods. Increasingly, Philadelphia Green provides technical assistance for these projects.

With the Women's Community Revitalization Project, Philadelphia Green's Garden Tender workshops helped residents brighten their newly rehabilitated housing in sections of West Philadelphia and North Philadelphia with flowers and shrubs. In western North Philadelphia, Philadelphia Green developed a neighborhood open space plan for Advocate Community Development Corporation near the Church of the Advocate, and after drug dealers firebombed the office of Community United Against Drugs (CUNAD) east of Broad Street in North Philadelphia, Philadelphia Green helped CUNAD plant trees on five blocks as symbols that someone cared and would not be driven away by intimidation.

## **Toward Livable Cities of the 21st Century**

"Digging in" takes on new meaning in economically distressed urban communities where planting street trees can send a strong and clear message: "This is our neighborhood. We care about it. Here we stand."

**Philadelphia Green's Tree Tenders**, a program that teaches basic care of street trees, enlarged its scope to seven neighborhoods in 1994, to motivate people to improve their neighborhood lives — and attract the funds to do something about it. Tree Tender groups



Mindy Maslin, PHS Outreach coordinator, watches as a new Tree Tender demonstrates his pruning skills. Two hundred Tree Tenders received nine hours of training, then fanned out through 40 communities across Philadelphia to become stewards of trees, a precious resource, on their streets.

independently raised nearly \$80,000 to line their blocks with trees.

**Public green spaces** also enhance life in the city, and Philadelphia Green continued to maintain and provide oversight for the 26th Street meadows on the approach from the airport and at Ribbons of Gold tended by volunteers at Eastern State Penitentiary, the Spring Garden median strip, and along the North Broad Greenway.

Near the Delaware River, Philadelphia Green oversees the maintenance and rehabilitation of the parks that cover I-95 between the Walt Whitman and Ben Franklin bridges, under contract from the Interstate Land Management Corporation. And plans move ahead to refurbish the grounds around the Philadelphia Museum of Art.

**Recreational areas** — another important contribution to the quality of neighborhood life in the city — also received a boost from Philadelphia Green with continuing restoration of Germantown's Vernon Park; Wharton Square and the Marion Anderson Recreational Center in Southwest Philadelphia; and Norris Square in North Philadelphia, east of Broad Street. Here, too, neighborhood groups pitched in where declining city budgets left off, and Philadelphia Green is helping to develop self-sustaining, community-based groups to serve as park stewards.

***Urban Vacant Land: Issues and Recommendations*** offers several guiding principles for a new approach to vacant land. Among them is the recommendation that urban vacant land must be viewed in a comprehensive, regional context "to engage in region-wide planning



efforts that transcend jurisdictional boundaries. State and federal policy makers should take steps to reform programs and policies that **discourage** brownfield development and **encourage** suburban growth — to the detriment of urban areas."

Involvement of inner city residents is key to the long-term viability of cities, the report says. With technical assistance from organizations such as the Pennsylvania Horticultural Society's Philadelphia Green, and by forging new public and private funding partnerships, new urban land use patterns can be created.

"It would be naive to suggest that any but the most draconian policy initiatives could reverse the effects of



Part of PHS's region-wide vision for restoring public landscapes to their former states is this meadow, part of the 26th Street Gateway Project at the edge of the Sun Oil Refinery. The Society coordinates the landscapes with Sun Co. Inc., the City, CONRAIL, PennDOT, and Philadelphia Outdoor.

urban decentralization and restore abandoned neighborhoods and industrial zones to their former states," says the report, but adds this hopeful note: "Vacant land can

street parking, and other public open space.

"Vacant land can be incorporated into the fabric of neighborhoods, allowing city residents to enjoy the lower-density lifestyles sought by migrants to the suburbs.

"The challenge, then, is for urban dwellers and urban governments to make cities a better place to live by learning how to deal effectively with vacant land."

In its 21st year, forging partnerships to create lively neighborhoods that will, in turn, contribute to a more livable city, continues as a Philadelphia Green priority.

become an urban amenity. It can be converted into parks, community gardens, recreation areas, private yards, 'commons' for new housing developments, managed fields, off-

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Cameras help make visits to the Flower Show a memorable experience.



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 The White Dog Cafe  
 Phyllis G. Williams  
 Ruth W. & A. Morris Williams  
 Patricia B. Willis  
 David Wilmerding  
 Penelope P. Wilson  
 Diana S. Wister  
 Xerox Corporation  
 Dr. & Mrs. Heber E. Yeagley  
 Robert C. & Barbara M. Young  
 Mr. & Mrs. Robert R. Young  
 L. Wilbur Zimmerman  
 Zoological Society of Philadelphia

# REPORT OF THE FINANCE COMMITTEE

We are pleased to report a successful year in which revenues exceeded expenses by \$725,154. Again the excellent Flower Show attendance was responsible for much of the success. The major factor causing the decrease in nonoperating revenue was the completion in the last fiscal year (1994) of the special Flower Show Blizzard Recovery Fund.

We are most grateful for the

bequests from Jane Dreher, Leonora Ester, Mary Janney and Brenda Lyons during this fiscal year.

Shown here are excerpts from the Society's financial statements for the years ended June 30, 1995 and 1994. These financial statements are subject to audit by Ernst & Young LLP, the Society's auditors. A complete financial statement is available for inspection at the Society's office.



## STATEMENTS OF FUND BALANCES Years Ended June 30, 1994 and 1995

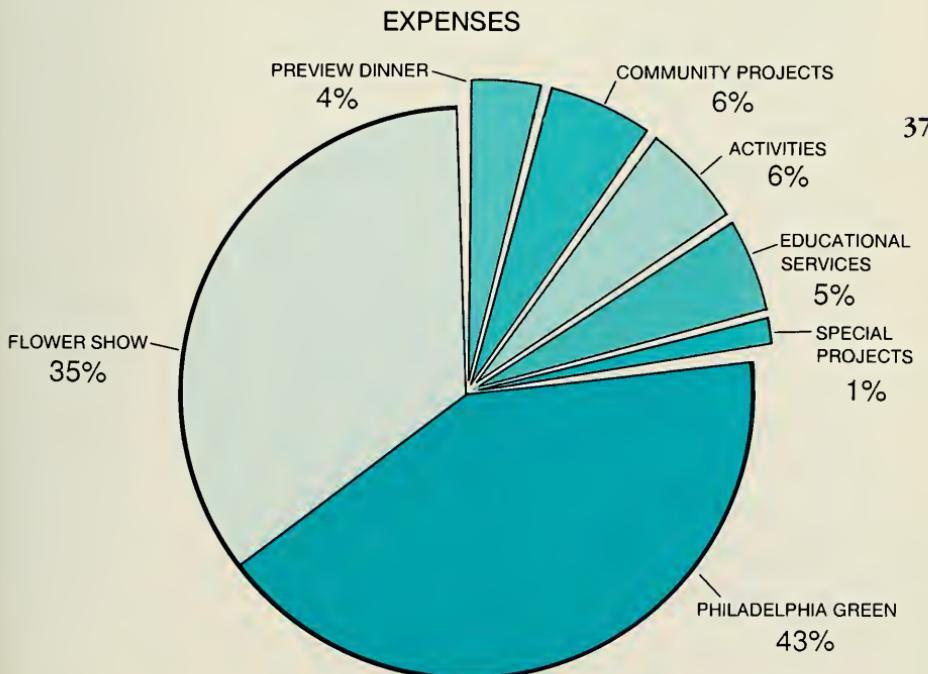
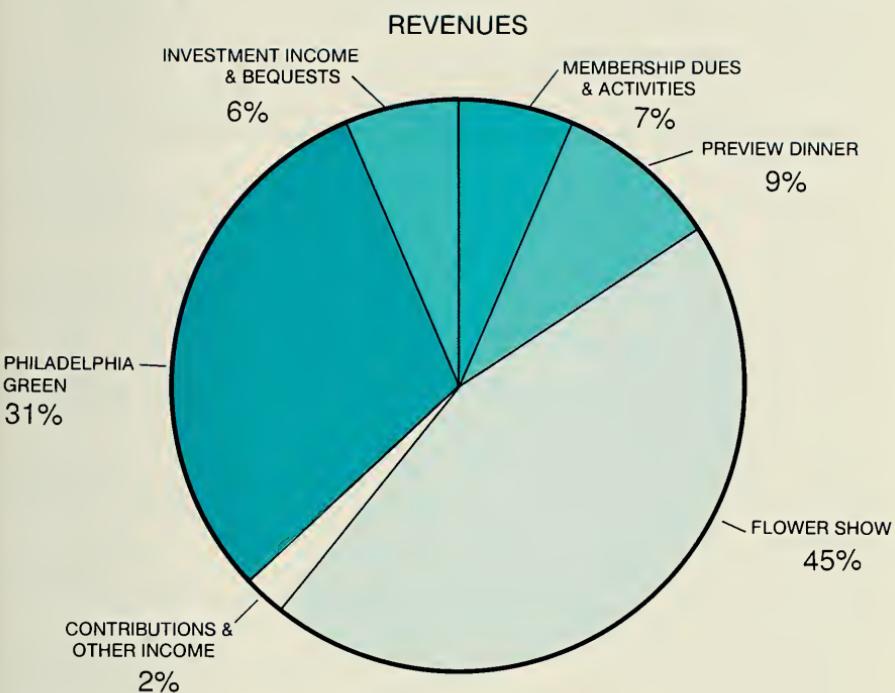
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	Operating Fund	Endowment Funds		
		Unrestricted	Restricted	Total
Balance, June 30, 1993	\$2,413,651	\$3,667,017	\$213,583	\$6,294,251
Excess of revenue over expenses	758,749			758,749
Interfund transfer	(970,346)	970,346		—
Investment income — restricted			48,851	48,851
Gain on sales of investments		208,527		208,527
Balance, June 30, 1994	2,202,054	4,845,890	262,434	7,310,378
Excess of revenue over expenses	725,154			725,154
Investment income — restricted			44,032	44,032
Gain on sale of investments		513,470		513,470
Balance, June 30, 1995	<u>\$2,927,208</u>	<u>\$5,359,360</u>	<u>\$306,466</u>	<u>\$8,593,034</u>

## STATEMENTS OF OPERATING FUND INCOME

	<b>Year Ended June 30</b>	
	<b>1995</b>	<b>1994</b>
<b>Operating revenue:</b>		
Flower Show	\$3,807,566	\$3,400,862
Philadelphia Green grants, contracts, and contributions	2,544,039	2,693,066
Preview Dinner	736,595	658,605
Membership dues	487,726	403,589
Other income	92,606	106,545
Membership and other activities	78,616	56,309
Other designated contributions	<u>15,069</u>	<u>5,113</u>
	7,762,217	7,324,089
<b>Operating expenses:</b>		
Philadelphia Green	3,228,709	3,205,376
Flower Show	2,670,989	2,401,304
Membership and other activities	426,430	404,438
Publications, Library, and Information Services	399,261	378,774
Community Projects	440,842	376,050
Preview Dinner	328,090	320,621
Special Projects	<u>108,282</u>	<u>101,252</u>
	7,602,603	7,187,815
<b>Gain from operations</b>	159,614	136,274
<b>Nonoperating revenue:</b>		
Invested funds and savings accounts	395,995	325,404
Schaffer Trust	44,032	42,879
Undesignated contributions	39,103	57,949
Special Appeal contributions	<u>—</u>	<u>189,876</u>
	479,130	616,108
<b>Bequests</b>		
	638,744	752,382
<b>Excess of revenue over expenses</b>	<u>86,410</u>	<u>6,367</u>
	\$ 725,154	\$ 758,749

## *1994-95 Fiscal Year Revenues & Expenses*



# PUBLIC RELATIONS & MARKETING

New roses, gargantuan pots and a 1942 Victory Garden dominated the media coverage of the 1995 Philadelphia Flower Show. CBS This Morning shot live from the Show for the fourth consecutive year, and Jeff Ball of NBC's Today Show interviewed major exhibitors about hot topics in gardening as television coverage for the Show hit an all-time high: 11 national broadcasts and more than 50 local newscasts. Newspapers around the country told the story of the Show's last year in the Civic Center and publicized the move to the new Convention Center in 1996. More than 1,700 news clippings were generated about the 1995 Show.

Increasingly, the Flower Show produces spin-off coverage for the Society after the Show. Paula Zahn of CBS This Morning interviewed Jane Pepper in April about spring planting tips and reporters from USA Today and NBC Today Show planned follow-up stories on Philadelphia Green.

The Public Relations & Marketing team grew this year with the addition of two part-time assistants and one full-time coordinator. This group will provide necessary support as we go forward through the next year of moving the Show to the Pennsylvania Convention Center and the Society to new headquarters.

# COMMITTEES

## Officers & Council

### OFFICERS

Morris Cheston, Jr.\*  
*Chair*

J. Liddon Pennock, Jr.  
*Vice-Chair*

Ann L. Reed  
*Vice-Chair*

Kathleen G. Putnam  
*Treasurer*

Sallie Korman  
*Secretary*

Jane G. Pepper  
*President\**

### COUNCIL

Diane Allen

Susan Armstrong

Raul Betancourt

Nila G. Betof

Thomas H. Bown II

Iris Brown

W. Thacher Brown

Richard C. Caldwell

Herb Clarke

Tina Colehower,  
*ex officio*

Anne S. Cunningham

Rena Ennis

Margo Eremus, *ex officio*

Donald L. Felley

Walter Fisher, Jr.

Hayward Ford

Sally Graham

Dennis Green, *ex officio*

Barbara J. Kaplan

Anne Kellett, *ex officio*  
Sallie Korman  
Carolyn Langfitt,  
*ex officio*  
Sandy Manthorpe  
Charles N. Marshall  
Elizabeth P. McLean  
Robert W. Montgomery  
Martha Morris  
Kathleen G. Putnam  
Lee M. Raden  
Ann L. Reed  
Robert S. Ryan  
Patricia B. Sanders  
Alan P. Slack  
Mary Jo Strawbridge  
Barbara H. Teaford  
Gloria Trower  
Sharon Turner  
Patricia L. Wilson  
Mary Lou Wolfe,  
*ex officio*  
Robert C. Young, M.D.  
Marc M. Zaharchuk

### EXECUTIVE COMMITTEE

Morris Cheston, Jr.,  
*Chair*  
Diane Allen  
W. Thacher Brown  
Sally Graham  
Sallie Korman  
Charles N. Marshall  
Elizabeth P. McLean  
J. Liddon Pennock, Jr.  
Kathleen G. Putnam  
Ann L. Reed  
Mary Jo Strawbridge  
Patricia L. Wilson

\* The Chair of Council and the  
President serve *ex officio*  
on all committees.

### ART MUSEUM LANDSCAPE RESTORATION

Kenneth S. Kaiserman,  
*Co-Chair*  
Ann Reed, *Co-Chair*  
Cindy Affleck  
Steven Ashbridge  
Ernesta Ballard  
Steve Bartlett  
Raul Betancourt  
Alan D. Bleznak  
Jean Bodine  
D-J & J. Howard Brosius  
Lloyd Brown  
Lisa Carr  
Morris Cheston, Jr.  
Ruth Colket  
Daniel W. Dietrich, II  
Anne d'Harnoncourt  
Fitz Eugene Dixon  
James Donaghy  
Jack Eckenrode  
Donald L. Felley  
Judy Foley  
Wes Francis  
Annette Friedland  
Carol Gangwere  
Tim Gill  
Milton Ginsburg  
Dodo Hamilton  
Barbara Kaplan  
Tom Kennedy  
James Kise  
Tom Kline  
Sallie & Bert Korman  
Carolyn Langfitt  
David Lipson  
Sandy Manthorpe  
Dorsha Mason  
Elizabeth McLean  
William E. Mifflin

Martha Morris  
 Bob Morrone  
 Kitty Muckle  
 Chris Palmer  
 J. Liddon Pennock, Jr.  
 H. Theodore  
 Proudford, III  
 Henry H. Reichner, Jr.  
 Robert Montgomery  
 Scott  
 Darrel Sewell  
 Kathy Sherrerd  
 Peter Simone  
 Stanley P. Tuttleman  
 Margaret Wallis  
 Susie P. Wilmerding  
 Ken Woodson  
 Marc M. Zaharchuk

**AWARDS**

Sally Graham, *Chair*  
 Kathryn S. Andersen  
 Susan Armstrong  
 Martha Barron  
 Tina Colehower  
 Betsy Gray  
 Richard W. Lighty  
 Elizabeth P. McLean  
 J. Liddon Pennock, Jr.  
 Claire Sawyers  
 Sandra C. Ward

**AZALEA GARDEN  
PARTY**

Dennis P. Green,  
*Co-Chair*  
 Carolyn Langfitt,  
*Co-Chair*  
 Bob & Gail Irwin,  
*Vice-Chairs*

**Junior Committee**  
 David Thayer, *Co-Chair*  
 Julia E. Wood, *Co-Chair*  
 Ira Baeringer, *Vice-Chair*  
 Lisa Timon, *Vice-Chair*

**FINANCE/PENSION**  
 W. Thacher Brown, *Chair*  
 Donald L. Felley  
 Henry L. Good  
 William D. MacDowell  
 W. Bruce McConnel 3rd  
 Kathleen G. Putnam  
 Robert S. Ryan  
 Barbara H. Teaford  
 Anthony Vale  
 Patricia L. Wilson

**FLOWER SHOW****Executive**

Mary Jo Strawbridge,  
*Chair*  
 Walter Fisher, Jr.  
*Vice-Chair*  
 Diane Allen  
 Anna Marie Amey  
 Jack Blandy  
 Thomas H. Bown II  
 Richard C. Caldwell  
 F. Daniel Cathers  
 Herb Clarke  
 G. Morris Dorrance, Jr.  
 Margo Eremus  
 Sally Graham, *ex officio*  
 Betsy Gray  
 David Green  
 Harry E. Hill  
 Mimi McGgettigan Kehan  
 Anne Kellett  
 J. William Mills  
 George Q. Nichols  
 J. Liddon Pennock, Jr.  
 Audrey Pfeilsticker  
 Lee M. Raden  
 Frank E. Reed  
 Bruce Robertson  
 Rodney D. Robinson  
 Alan P. Slack  
 James B. Straw  
 John P. Swan  
 Paul Tickle  
 Sandra Ward

John Witmyer  
 Thomas E. Wood  
 Robert C. Young  
 Sandra Young

**Preview Dinner**

Margo P. Eremus, *Chair*  
 George Q. Nichols,  
*Vice-Chair*  
 Cynthia M. Cheston  
 Roy M. Fairman  
 Bobby P. Grace  
 Dee Hillas  
 Janet Jones  
 Jane H. Kilduff  
 Sallie G. Korman  
 Charles B. Landreth  
 Rosalinda R. Madara  
 Frances M. Maguire  
 Bonnie McCausland  
 Sheila W. McDevitt  
 Martha H. Morris  
 J. Brien Murphy  
 J. Liddon Pennock, Jr.  
 Judy Pote  
 Kathleen G. Putnam  
 Frank E. Reed  
 Mollie Slattery  
 Robert C. Wallis  
 Robert C. Young  
 Ann M. & Donald W.

Kraftson,  
*Chairs, Associates*

Cynthia W. & Benjamin R.  
 Pierce, *Vice-Chairs,*  
*Associates*

Els & Peter S. Paine, 3rd,  
*Co-Chairs, Junior*  
*Patrons*

Ann & Richard E. Miller,  
*Co-Chairs, Junior*  
*Patrons*

**GARDEN VOLUNTEERS**

Wilma Crane  
 Edward A. Doelp  
 Lilly Glazer  
 Johanna Goedel

Charles S. Holman, Jr.

Helen Kaufman

Kitty Lapp

Jane A. Newcomer

Harriett Richards

Kinnie Schmidt

Ruth Walker

### **GOLD MEDAL PLANT AWARD EVALUATORS**

Richard Hesselein, *Chair*

Darrel Apps

Tom Dilatush

William H. Frederick, Jr.

Sheila Gmeiner

William Heyser

Steve Hutton

Richard W. Lighty

Paul Meyer

Philip Normandy

Claire Sawyers

J. Franklin Styer

Charles Zafonte

Judith Zuk

### **HOTLINE VOLUNTEERS**

Susan Armstrong

Richard Both\*\*

George Clark\*\*

Alice Doering\*\*

Elizabeth Farley

Joyce Fingerut

Armen Gevjan

Roxie Gevjan

Nancy Greenwood\*\*

Tam Hartell\*\*

Louis Hood

Nat Nelson\*\*

Elise Payne

Dot Plyler\*\*

Liz Schumacher

Alan Slack\*\*

Irene Slater\*\*

John Swan

Susan Wilmerding

Mary Lou Wolfe

L. Wilbur Zimmerman\*\*

\*\*indicates 10+ years of  
Hotline service



The newly formed 1827 Society boasts 102 Charter Members; Herb Clarke (white shirt) chaired the formation of the new Membership category. At a celebration of the successful launch at Charter Members' Ann and John Swan's garden in West Chester, Jane Pepper (standing behind Herb) said "We're thrilled with the warm response from this group in its first year."

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### **HARVEST SHOW**

Tina Colehower, *Chair*

Walter Fisher, Jr.,

*Vice-Chair*

### **HUMAN RESOURCES**

Nila G. Betof, *Chair*

Maureen Ginty

Russell O. Jones

Kathryn H. Levering

William J. Murdoch, Jr.

Jennie K. Schumeyer

Ivy Silver

William L. Walker

### **JUNIOR FLOWER SHOW**

Larry Stier, *Chair*

Lenora Ali

Runa Bhattacharya

Iris Brown

Shirley Brown

Jean Edwards

JoAnn Fishburn

Kate Loal

Ingrid Montgomery

Maureen O'Hara

Rita O'Kedas

Tina Petrone

Nitza Rosario

Sam Williams

Hayward Ford, *ex officio*

## **LIBRARY**

Martha Morris, *Chair*  
Raul Betancourt, Jr.  
Joan Z. Brinton  
George R. Clark  
Alice M. Doering  
Elizabeth B. Farley  
George M. Harding  
Kitty Lapp  
Jane Leake  
Elizabeth P. McLean  
Sandra K. Myers  
W. Gary Smith  
L. Wilbur Zimmerman

## **MEMBERS**

Patricia B. Sanders, *Chair*  
Richard Bitner  
Fran Borie  
Margaret P. Bowditch  
D-J Brosius  
Tina Colehower  
Mary Disston  
Perridene S. Duff  
Nancy Greenwood  
Louis Hood  
Margaret Krengel  
Sylvia Lin  
Melinda Moritz  
Dot Plyler  
Harriett S. Richards  
Alan P. Slack  
Mary Ann Thomas  
Phyllis Weisman

## **NOMINATING**

Robert S. Ryan, *Chair*  
W. Thacher Brown  
Sally Graham  
Martha Morris  
Kathleen G. Putnam  
Ann L. Reed  
Mary Jo Strawbridge  
Barbara H. Teaford

## **PHILADELPHIA GREEN**

### **ADVISORY BOARD**

Hayward Ford, *Chair*  
Lenora Ali  
Clannie Berrian  
Runa Bhattacharya  
Gladys Blackwell  
Iris Brown  
James Brown  
Shirley Brown  
C. Charles Carmichael  
Denise Clark  
Carmen Delgado  
Florie Dotson  
Gertrude Dyer  
Charlotte Elsner  
Rena Ennis  
Rosina Feldman  
JoAnn Fishburn

Golde Fitzpatrick

Acia Gay  
Beverly Gill  
Delmer Gill  
Annie Hyman  
Leonora Jackson-Evans  
Jim LaRosa  
Nanzetta Leavy  
Tom Lederer  
Kate Loal  
Dorene Martin  
Steve Maurer  
Patsy McLaughlin  
Darrin Moletta  
Ingrid Montgomery  
Brenda Nealy  
Rita O'Kedas  
Eugene Parker, Jr.  
Wyn Postell

Martha "Janie" Garra, a landscape designer and a PHS member since 1935, shares her horticultural expertise with Art Wolk, as he selects references for his collection at the Library's Book Sale. Wolk, a member since 1979, was the Grand Sweepstakes winner in the Competitive Classes at the 1995 Flower Show.



Joyce Richardson  
Alice Robinson  
Pearl Romans  
Tomasita Romero  
Alex Soroka  
Larry Stier  
James Taylor  
Marjorie Thornton  
Gloria Trower  
Sharon Turner  
Vivian Van Story  
Marjorie Washington  
Sam Williams  
Barbara Wolf  
Beverly Woods  
Lily Yeh  
Marc Zaharchuk

**PUBLICATIONS**  
Anne S. Cunningham,  
*Chair*  
Kathryn S. Andersen  
Walter G. Chandoha  
Judy Foley  
Charles Heuser  
Eugene Jackson  
Anthony A. Lyle  
Robert McCracken Peck  
Mary Lou Wolfe  
L. Wilbur Zimmerman

**RESOURCE DEVELOPMENT**  
Ann L. Reed  
Susan Armstrong  
Raul Betancourt, Jr.  
Brinton Brosius  
J. Howard Brosius  
Morris Cheston, Jr.  
Herb Clarke  
Donald L. Felley  
Sally Graham  
Elizabeth P. McLean  
J. Liddon Pennock, Jr.  
Kathleen G. Putnam  
Ivy Silver  
Regina Thomas  
Margaret Wallis  
Clarence Z. Wurts

## STAFF

Jane G. Pepper  
President  
  
Jane W. Alling  
Assistant Librarian  
  
Georgia Ashby  
Communications Assistant  
  
Suzanne W. Betts  
Development Manager  
  
Kalyan Bhagratty  
Assistant Coordinator,  
Philadelphia Green  
  
Duane E. Binkley  
Horticultural Intern  
  
Christine Blair  
Administrative Assistant,  
Philadelphia Green  
  
J. Blaine Bonham, Jr.  
Executive Director,  
Philadelphia Green  
  
Ramon Burgos  
Clerk, Philadelphia Green  
  
Jean Byrne  
Director of Publications

Janet Carter  
Assistant Education Specialist,  
Philadelphia Green  
  
Sonia Castro  
Secretary, Philadelphia Green  
  
Lillian Ciarrochi  
Accounting Manager  
  
Linda Davis  
Membership Secretary  
  
Linda Dickerson  
Assistant Coordinator,  
Philadelphia Green  
  
Ann Domalevicz  
Administrative Secretary  
  
Elsa Efran  
Administrative Assistant  
  
Janet Evans  
Librarian  
  
Denise Flores  
Administrations Manager,  
Philadelphia Green  
  
Jonathan Frank  
Field Services Coordinator,  
Philadelphia Green

Eileen Gallagher  
Horticulturist, Philadelphia  
Green  
  
John Gannon  
Executive Assistant,  
Philadelphia Green  
  
Jose Garcia  
Assistant Coordinator,  
Philadelphia Green  
  
Elinor I. Goff  
Library Aide  
  
Keith Green  
Intern, Philadelphia Green  
  
Michael W. Groman  
Site Development Manager,  
Philadelphia Green  
  
Ellen Gross  
Marketplace and Special  
Activities Coordinator  
  
Betsy Gullan  
Membership Manager  
  
Deborah Hall  
Community Services  
Coordinator, Philadelphia  
Green

Elizabeth Hauck Administrations and Systems Coordinator	Mindy Maslin Education Specialist, Philadelphia Green	Marie Rodia Receptionist
Sara Hedstrom Intern, Philadelphia Green	Sally McCabe Education Specialist, Philadelphia Green	Maitreyi B. Roy Project Manager, Philadelphia Green
James Holahan Assistant Coordinator, Philadelphia Green	Elizabeth McGill Assistant Office Coordinator, Philadelphia Green	Patricia Schrieber Education Manager, Philadelphia Green
Paula Holland Administrative Assistant	Frank McGovern Custodian	Dana C. Scipio Secretary
Christine Howse Intern, Philadelphia Green	Marge Meer Competitive Classes Coordinator	Na'Teinya (Gigi) Sheppard Education Secretary, Philadelphia Green
Mary Anne Hunter Intern, Philadelphia Green	Kathleen Mills Staff Horticulturist	Peggy Siner Bookkeeper/Payroll Administrator
Dawn Johns Administrative Assistant, Philadelphia Green	Thomas Mishler Project Manager, Philadelphia Green	Joseph Slane Project Coordinator, Philadelphia Green
Verlene Johnson Community Services Coordinator, Philadelphia Green	Connie Motto Clerical Assistant	Julie Snell Book Conservator
Betsy Johnson Administrative Services Coordinator, Philadelphia Green	Jeffrey Myers Senior Education Specialist, Philadelphia Green	Julia Sokol Activities Assistant, Philadelphia Green
Scott Kerber Communications Coordinator	Sandra K. Myers Library Cataloger	Lisa Stephano Communications Manager
Sally S. Kutyla Members Activities Coordinator	Flossie Narducci Special Events/Volunteer Coordinator, Philadelphia Green	Mark Teller Project Manager, Philadelphia Green
Doris Landers Human Resources Manager	Kathryn Newland Public Landscapes Manager, Philadelphia Green	Clara Troilo Receptionist
Anne Letter Flower Show Advance Ticket Sales Coordinator	Susan Burpee Phillips Project Manager, Philadelphia Green	Anne Vallery Creative Services Coordinator, Philadelphia Green
Carol Lindemann Executive Assistant to the President	Eva Ray Program Services Manager, Philadelphia Green	Ellen P. Wheeler Preview Dinner Coordinator
Ed Lindemann Shows Designer and Director	Jackie Reardon Assistant Special Events/ Volunteer Coordinator	Veronica Whiten Receptionist, Philadelphia Green
Carol C. Lukens Communications Assistant	Joseph P. Robinson Publications Associate	Mary Williams Housekeeper
Madeline Marr Communications Assistant		Winfred Young Assistant Neighborhood Coordinator, Philadelphia Green



An unidentified visitor to the Flower Show came prepared to scout new treasures for her gardening inventory. Let she'll be a blue ribbon winner in just a few years.

**Doña Valentina Ríos, a member of the community garden at 413 Berks Street, savor their second place award in the midsize garden category in the 1994 City Gardens Contest. She shares her moment of pleasure with an unidentified niña whom we think will surely grow up to be a gardener with such affectionate mentoring.**

photo by Ira Beckoff



# 1996 Yearbook

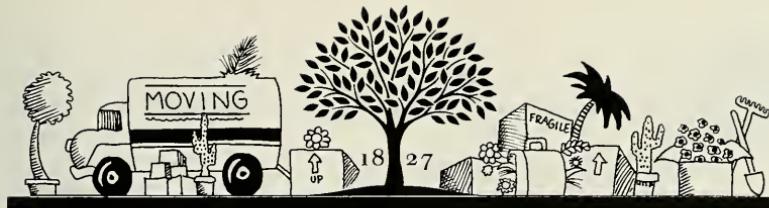


THE  
PENNSYLVANIA  
HORTICULTURAL  
SOCIETY



***Our New Headquarters***





# The Pennsylvania Horticultural Society

## 1996 Yearbook

*Grow with Us*

July 1, 1995 to June 30, 1996

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The Pennsylvania Horticultural Society seeks to inspire  
residents of the Greater Philadelphia Region and  
beyond to practice the art and science of horticulture

The Pennsylvania Horticultural Society  
100 N. 20th Street  
(20th & Arch)  
Philadelphia, PA 19103-1495  
Phone: 215-988-8800 Fax: 215-988-8810

**Front cover photo:** PHS's new headquarters at 100 N. 20th Street (20th & Arch St.). The library and members' offices are on the first floor; all others, including the administrative, are on the fifth floor.

**Inside front cover:** Jack Blandy of Stoney Bank Nurseries wades in during set-up for his Flower Show exhibit aptly entitled "Walk in the Water." The exhibit won "Best in Show" in the Landscape category. "Close to perfection," wrote the judges. "Scale flawless. Use of water and structure brilliant . . . Internal composition strong. Color use masterful! Texture and color great."

Photo by David Swanson

# M<sup>essage</sup> from the Chair and the President

---

## ***To the Members***

As we entered fiscal 1996 we had many sleepless nights — yet the year turned out to be one of the most successful in the Society's history. After holding the Flower Show in the same location since 1966 and having our principal offices in the same building for more than 30 years, we could hardly believe that we faced the prospect of moving both operations in the same year.

Now that it's all over, we couldn't be happier. The Pennsylvania Convention Center is the perfect stage for the sophisticated and elegant creations of our Show's exhibitors. With a 40% increase in attendance over the prior year, it is clear that our visitors appreciated the increased space and amenities, the easier access to the 1996 Show, as well as the continued horticultural excellence. After all the years of planning, it was a thrilling experience to see the Show come together so smoothly. For that we thank all the exhibitors, volunteers and staff members who took on the challenge with such enthusiasm. We are also grateful to our sponsors, especially our presenting sponsor, PNC Bank, whose commitment to the Show in its new venue was crucial to its success.

The planning for our headquarters relocation was as thorough and well organized as it was for the Flower

Show move. We were shocked when in mid-December 1995, the organization with which we had just signed a long-term lease for new space asked if we would agree to a termination. After negotiating a favorable financial settlement, we went in search of a new home, ultimately selecting one and one-half floors in a building at 100 North 20th Street. Fortunately, this facility is vastly superior to both our old quarters and the space to which we had expected to move.

After only a few weeks in our new offices, it was evident that this move is another positive development for the Society. With all staff members together under one roof, and technology such as new phone and computer systems at our fingertips, we are already discovering new synergies and efficiencies. High praise goes to the staff team that led the move effort and also to the technology committee composed of staff and volunteers that had us all functioning on in-house E-mail the day after the moving trucks left. This committee's work has just begun and you will hear in upcoming months of new developments in this area, so key to our future success.

In anticipation of our headquarters move, we also made significant organizational changes during the past year, starting with the formation

of an executive team to work with the president on all aspects of managing the Society. Blaine Bonham, vice president, Programs; Ed Lindemann, Shows designer and director; Mike Molloy, director of Finance; and Claudia Rayer, Human Resources manager, are the members. In addition to managing the Society day-to-day, this team has responsibility for recommending strategic directions to the Executive Committee and Council.

We also made organizational changes in our Program departments to better serve our current constituencies and to attract new ones, combining all Program activities, except shows, under Blaine Bonham, with the new title of vice president, Programs.

In the financial report on pages 36-37, you will find reference to the acquisition by the Society of

Philadelphia Flower Show, Incorporated. This merits explanation. In 1927, a group of nurserymen formed a Pennsylvania non-profit corporation known as Philadelphia Flower Show, Incorporated. This organization ran the Philadelphia Flower Show through 1964, when The Pennsylvania Horticultural Society took over the production of the Show. The funds remaining after the close of the 1964 Philadelphia Flower Show were retained and invested by Philadelphia Flower Show, Incorporated and thereafter the net income has been used from time to time to support the Philadelphia Flower Show, various other programs of the Society and certain other institutions.

J. Liddon Pennock, Jr., a member of the Flower Show family for almost half a century as well as a member of

Photo by Ira Beckoff



PHS chair Morris Cheston and president Jane Pepper in PHS's McLean Library, funded through a generous donation from the McLean Contributionship.



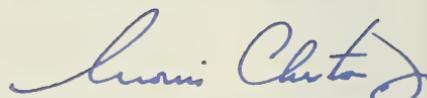
The staff executive management team, formed this year to oversee the Society's activities, lends a hand at the Harvest Show. Left to right: Ed Lindemann, Shows director and designer; J. Blaine Bonham, Jr., vice president, Programs; Mike Malloy, Finance director; Claudia Rayer, Human Resources manager; Jane Pepper, president.

the Council, decided as the sole-surviving member of Philadelphia Flower Show, Incorporated, that the Corporation's assets, consisting of approximately \$3.45 million in cash and securities, should be used for the purpose of supporting the Philadelphia Flower Show. This decision was implemented in May 1996 when the Society became the sole member of Philadelphia Flower Show, Incorporated. We are most grateful to Liddon for making these arrangements.

What's in the future for PHS? This fall we will embark on the development of a new strategic plan. The prospect is exciting. When we completed our last strategic plan we faced many unknowns: how would the Flower Show work aesthetically in its new location? How much would our expenses increase with the expanded Show? Could we attract enough visitors to cover these expenses and still raise significant revenues for our community projects? And, to which part of Philadelphia would we move our headquarters? With at least some of

those questions answered and a strong balance sheet behind us, the time is ripe to develop a plan that includes some of the dreams we have put off as we worked our way through the important decisions of the past couple of years.

We look forward to the involvement of our members and supporters in helping us chart the future of a Society that through its shows, information resources and programs has the capacity to offer so much to gardeners and others in our community and beyond. We welcome your thoughts on the Society's future and thank you all for your ideas, encouragement and support, both financial and otherwise, during the past year.



Morris Cheston, Jr.



Jane G. Pepper  
October 17, 1996

# P

# rogram Departments

## Moving Ahead in Double Time

In gardening, as in dancing, timing is everything — when the weather gets too hot, the lettuce bolts; when spring rains are too heavy, peonies' faces get smashed in the mud; when the August sun is wilting the impatiens, a gardener risks disaster delaying watering tasks even a few hours. At the Pennsylvania Horticultural Society, which has 8,100 members and many more constituents at its more than 2,000 landscaping, gardening and educational sites, timing is everything. Keeping up means stepping smartly.

### EDUCATIONAL SERVICES

The past year in the newly formed Educational Services department everyone did just that — took giant steps in new directions and deliberate steps to move long-standing projects forward. Often staff members did something akin to the Mummers' "two-step" — one step inside to learn to work in new ways with new teams of people, and the second step outside to keep up with a burgeoning list of projects.

The Educational Services team's efforts are directed toward coordinating Membership Activities, Publications, Library Services, Outreach and Special Events. The team's purpose is to discover ways to present and make more accessible the Society's resources to a diverse constituency, which includes not

only members, but also those whose connection to the Society is as tenuous as the tourist who enjoys the plantings at City Hall or the Flower Show visitor who may not know the Society exists.

Photo by Ira Beckoff



Council member Alan Slack was on hand (white shirt) to greet visitors in the Library (Walnut Street) during a reception for new members and Flower Show volunteers in early June.

Internal reorganization is usually not worth reporting, but the results of what can happen when all elements of the educational resources of the Society come together is exciting, indeed. A first small step in this direction was the publication of "Grow With Us," a Flower Show brochure that listed the many ways Flower Show visitors can connect with the Society's resources — membership, the library, *Green Scene*, the Horticultural Hotline, the PHS Home Page on the World Wide Web, the City Gardens Contest, Philadelphia Green, the Harvest Show, Tree Tenders, the Junior Flower Show, and the City Gardens Contest.

Fulfilling the promise of membership, communicating, inspiring and encouraging a love of gardening are among the Society's most important tasks, and Membership Services, Publications, Library Services, Volunteers, and Special Events are key to our organization.

## Members' Activities

### Smart-Stepping Members Smooth the Move

The generosity and support of Pennsylvania Horticultural Society members has been a stabilizing factor in a dizzying year. Thousands of volunteers not only helped smooth the Flower Show move to the Convention Center, they helped with setup and sales in the Membership Booth and the Garden Shop, staffed the Phone Banks and satellite information booths, and carried out a multitude of tasks that needed to be done in the Year of the Moves.

At the Society's new headquarters, the first floor membership suite

offers comfortable and welcoming space, while staff offices on the fifth floor have a larger auditorium with planned state-of-the-art projection capabilities, and additional meeting rooms.

New computer software and voice mail systems are up and running to help the Society better serve its members.

Throughout the year the Society offered a wide range of programs for members from field trips to lectures and workshops, with topics to appeal to all interest levels, and a well-attended Plant Dividend. We were successful in bringing to the region internationally recognized speakers with the latest information on gardening and arranging trends such as Peter Del Tredici, Christopher Lloyd, Paula Pryke, and J.C. Raulston,

Photo by Ira Beckoff



A member ponders the many choices at the Plant Dividend.

as well as Penelope Hobhouse and Ron Morgan, both of whom presented sold-out special members' programs at the Flower Show. Extended trips for members included four days of visiting private and public gardens in Richmond, Virginia, in May.

In spring, thanks to the generosity of garden owners and the hard work of the Members Committee, more than 1,000 members spent three leisurely Sunday afternoons visiting splendid private gardens in our region: on the Main Line and around the Glenmoore area.

### Spring Garden Visits

#### Main Line

Mr. and Mrs. Charles L. Andes  
Mrs. W. Blakely Chandlee  
Mary Jane and Garnett Clark  
Mr. and Mrs. Donald D. Fitts  
Mr. and Mrs. John C. Haas  
The Henry Foundation  
Dr. and Mrs. F. Thomas Hopkins  
Mr. and Mrs. Arthur S. Karafin  
Dr. and Mrs. John K. Knorr III  
Mr. and Mrs. William L. McLean III  
Mr. and Mrs. Joseph Paquette  
Dr. and Mrs. H. Ralph Schumacher  
Dr. and Mrs. Stephen H. Sinclair  
Mrs. John G. Williams  
Leslie Miller and Richard Worley

#### Glenmoore

Mrs. Charles S. Amidon  
Mrs. P. Franklin Bell  
Mrs. John J. Hill III  
Mr. and Mrs. George R. James, Jr.  
Mr. Samuel F. Kenworthy  
Mr. and Mrs. Ray F. Welcomer

### Publications

*Green Scene* proudly featured 54 stories by 41 regional gardeners including one by Sara Stein, award-winning author of the books *My Weeds, a Gardener's Botany* and *Noah's Garden: Restoring the Ecology of Our Own Backyard*. A vital component of the Society's educational endeavors, *Green Scene* is distributed to the Society's membership as well as to the members of seven other horticultural organizations, including those as far away as the San Antonio Botanical Gardens and Blithewold Mansions and Gardens in Bristol, Rhode Island, and to approximately 1,600 individual subscribers. Each January *Green Scene* publishes the year's PHS Gold Medal Plant Awards, and this year published as well stories about two Harvest Show Bronze medal winners, and a story about John Collins, winner of the PHS Distinguished Achievement Award. In the May issue we introduced the Country/Side, a column by Richard Bitner. The special July single subject issue about Water Features in the Garden was the largest issue we've ever published — 48 pages [our normal issue runs 36 pages].

**Flower Show Program:** The unprecedented attendance at the Show's new site, the Pennsylvania Convention Center, depleted the Inaugural Souvenir Edition of the *Program*'s 40,000 copies by noon on Saturday, the day before the Show closed. We quickly printed a handout of the Floor Plan & Marketplace, which was distributed free of charge.

**PHS News:** A new editor came aboard in January. In addition to preparing the monthly editions of





Janet Evans, librarian (right) and assistant librarian Jane Alling, check new compact shelving in the McLean Library at the new headquarters. This moveable shelving saves space because it is on tracks; the shelves will accommodate the library's storage needs through the first decade of the 21st century.

the *News*, the editor, under the guidance of the Educational Services team, produced a special edition — PHS on the Move — which featured a drawing of our new headquarters at 20th & Arch Streets, a map of cultural organizations and parking facilities in the area, as well as descriptions of the new offices and information about the Society. The 20,000 piece special edition was mailed to members and will be distributed throughout the year to 12,000 additional people who have ties to the Society. The *News* continues to publish information about Members' Activities; Bookends, a quarterly insert about the newest books, periodicals and videos in the Library; Books-by-Mail; and a new column, News Briefs, which updates members about Society news.

**Showtime:** about 900 copies of this two-page daily newsletter were distributed at the Flower Show to the

Show family, which includes exhibitors, volunteers, PHS and Pennsylvania Convention Center staffs among others. *Showtime* included stories about daily awards, who was visiting the Show, challenges, kudos and concerns, gossip, and the happy news about daily attendance.

### The Library Steps into Larger, Lighter Space

In virtually every part of the city and its suburbs, PHS is at work, and now it's worldwide, too. In 1995, the Society added a Home Page on the World Wide Web. By calling up <http://www.libertynet.org/-phs> anyone with a computer and a modem can access gardening tips, cookbook recipes, and maps to the Flower Show.

For those who prefer the more traditional "hard copy," the PHS Library is now more accessible than ever on the first floor of the Society's new headquarters.

Named in honor of William L. McLean, Jr., PHS treasurer from 1949 to 1951, the much-expanded (over 2,800 square feet) Library has a new contemporary setting of glass walls, both within and without. Special thanks to the McLean Contributionship for funding the furnishings, shelving and technology.

Included among our new treasures are: a beautiful circulation desk given in memory of the late Raul Betancourt, a member of the Council and a strong Library advocate; more seating for our visitors including adequate electrical outlets for those who bring their own laptop computers, and better lighting.

The rare book room, which houses our special collections and archives, has its own temperature and humidity controls, and a conservation room gives us a place to repair books and make enclosures for our historical material.

In addition, the Library has room to grow with shelving that allows all the material to be on one floor for convenient browsing, with not only the circulating book collection, but also bound periodical volumes at your fingertips.

While planning for this move took much of our time, we also:

- answered almost 1,900 reference queries by phone, fax, mail and library visits;
- circulated 2,887 books and videotapes to our members, members of the North American Rock Garden Society, the MidAtlantic region of the Hardy Plant Society, and to other libraries; and
- addressed over 2,500 questions on the Horticultural Hotline (215-988-8777), which is operated by 20 top-notch volunteer gardeners from 9:30 to noon, Monday through Friday,

January through November.

The Friends of the Library Evening was held in November and historian Alan Fusonie spoke about "Our Horticultural Heritage."

## Special Events

### Doin' the City Gardens Stomp

An event that brings everything together in a well-choreographed summer celebration is The City Gardens Contest. Almost 400 judges from all over the Delaware Valley — city dwellers and suburbanites, amateurs and professionals — scour the city in driving rain and scorching sun to visit 500 gardens of every size

Photo by Ira Beckoff



City Gardens Contest contestant Madeline Williams from Salford and Arch Streets area makes sure the judges won't overlook her giant sunflowers.

# City Hall in Bloom

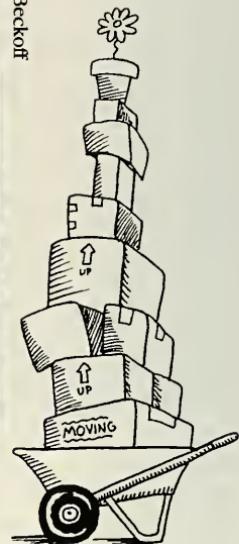
The planting of 6,000 flowers around City Hall

is a joint project of  
the City of Philadelphia  
Fairmount Park Commission  
The Pennsylvania Horticultural Society  
PNC BANK



On a spring morning hundreds of volunteers from schools, offices, hospitals and homes show up to plant 6,000 flowers around City Hall, a joint project of the Fairmount Park Commission, the Pennsylvania Horticultural Society and PNC Bank.

Photo by Ira Beckoff



and shape from huge community gardens to rooftop gardens, from children's gardens to container gardens with all sizes of vegetables and flowers in between. In October, over 900 guests gathered to cheer as 150 smiling winners were honored at the Pennsylvania Convention Center at an Awards Ceremony. The 1995 awards included a new category — Shady Lane — to reward sidewalk soldiers who care for trees.

## Outreach

### Reaching Out with Hands-On Help

In mailings, workshops, and teaching events, the Outreach Department does just that — touching those who need help to start their own gardens or care for their street trees, and teaching children about their environment. Staff members provide information by phone, letter and with tours for

visitors from other cities who are interested in replicating the Philadelphia Green experience in their areas.

*The Philadelphia Green Newsletter* gives news of community greening projects and provides gardening information and announcements of upcoming events such as the Garden Sale where community groups can buy plants, and the Harvest Show where community gardeners can show off their best efforts.

In an environmental awareness program, young people benefited from more than 200 Environmental Jeopardy assemblies and classroom presentations, 12 school tree labs, 55 field trips, and 20 Arbor Day festivities. In neighborhood summer youth programs and at eight recreational centers, Youth Tree Corps materials were used to help young people identify trees and learn about them. At the Junior Flower Show — which also moved



**Top:** Small trees are planted by children in the Norris Square area on their tree farm. The children will water and nurture the trees until they are ready to be taken from there and planted in the Norris Square Greene Country Towne. **Bottom:** Garden Tenders work day: people from several communities get together to learn to plant, prepare soil, divide perennials and other basic gardening skills.

this year from the Second Bank to Memorial Hall in Fairmount Park — these young gardeners experienced the thrill of joining their peers to compete for prizes.

**The Garden Tenders program** was created to begin to address

more than 2,300 requests from community groups and neighborhood organizations in the city who fall outside the specially targeted and funded Philadelphia Green garden projects. Set up as a three-session "classroom training" series, staff members help the groups plan and design their projects and provides basic materials to get the projects off the ground. Two classes of 25 neighborhood teams, each representing requests from the same area of the city, "graduated" this year, and they are encouraged to work with each other to form local support networks.

The three-year-old program, **Tree Tenders**, is a classic example of how deep into neighborhoods the Society's programs reach. In 1995, a Spanish Tree Tenders was added. Honored by City Council during Arbor Month, Tree Tenders — 300 of them citywide — have planted 1,000 trees and tended over 6,000 others. Kensington South Tree Tenders teamed with Moffett Elementary School on a school tree lab and neighborhood tree planting.

Spruce Hill Tree Tenders visited the Wilson Elementary School to encourage participation in the job of community rebuilding.



### Community Greening Stepping into Urban Land Management

The Pennsylvania Horticultural Society's Philadelphia Green program reaches out to all areas of the City. Neighborhood programs are carried out with organized community groups on blocks in low and moderate income neighborhoods who plan and implement greening projects; downtown areas and gateway open spaces are landscaped and maintained in partnership with public and private organizations.

Published by the Society last year, *Urban Vacant Land: Issues and Recommendations* is a national and local survey of the critical problem and potential solutions to this

growing crisis in American cities. The Society developed the study to complement and support recommendations by the City Planning Commission to address the issue in Philadelphia. As part of the study, the Society proposed a Neighborhood Open Space Management model to enable communities to develop and manage gardens and green areas effectively.

The New Kensington Open Space Management project, funded by the City's Office of Housing and Community Development, grew out of that study. Located in the Kensington/Fishtown section of Philadelphia along the Delaware River, this former industrial neighborhood is now plagued with large vacant tracts of derelict land. The goal in working with the local community development corporation is to develop and implement a greening and

Photo by Brenda Miller



From vacant lot to environmental classroom: Kensington High School students join with neighbors, New Kensington Community Development Corporation and PHS to change the growing number of brown lots to green ones. As part of the open space management program, students will learn horticultural skills that will enable them to plant, maintain and enjoy their open green spaces.

management plan that's integral to the community's efforts to revitalize itself. In the first year, the working team formed an Open Space Committee, completed a vacant land survey, planted trees and a few gardens and launched a pilot Sideyard Program in cooperation with the City.

The Sideyard Program, under the guidance of the Neighborhood Gardens Association through a contract with the Society, is the vehicle by which neighbors in New Kensington can eventually own the abandoned land next to their houses and turn it into additional yard space. Larger parcels in New Kensington area will be planted with cover crops or transformed into recreational areas such as ball fields.

New Kensington is an example of the growing role of community greening as it moves toward neighborhood-based open space management. The Society's experience with community greening positions it well to enlist residents in the larger vision for the revitalization of their communities. In this process Philadelphia Green steps from the role of creator and installer of green spaces into that of planner/consultant/manager of ever-larger projects.

## A Sprint to the Finish Line on Community Greening Projects

A good track record and long-standing relationships make such complicated coordination easier. In 1995, with funding from The Pew Charitable Trusts, Philadelphia Green completed three years of planning, organizing, greening and training, working with three very different community development corporations.

\* In North Philadelphia's 18th & Diamond Streets neighborhood, with interactive neighborhood planning sessions and a three-dimensional landscape and building model, Philadelphia Green helped Advocate Community Development Corporation develop an open space plan.

\* Friends Rehabilitation Program's Sarah Allen Homes in West Philadelphia added a new children's garden and a playlot for neighborhood kids.

\* Handsome murals completed the development of community gardens for resident women and their children at the Women's Community Revitalization Project's Villanueva I & II sites in upper North Philadelphia.

## Gaining Ground in Parks

Another set of three-year projects completed during the last year was the restoration of three parks: Wharton Square in Southwest Philadelphia; Germantown's Vernon Park; and Norris Square in North Philadelphia, east of Broad Street, where installation of new pathways and a pergola aids senior citizens' access to the park. As each of these restoration projects is completed, funded by the William Penn Foundation, Philadelphia Green creates management plans, maps, and resource listings to leave with each group so local residents can maintain their newly restored park spaces.

## Public Landscapes

### Stepping Out in Public from River to River

River to River, Art Museum to City Hall, with lots of Ribbons of Gold in between, the Society covers the

waterfront — literally. Here's a brief overview of the projects currently underway for the Public Landscapes department. The Public Landscapes department serves as technical advisor and manager of a multi-year plan to rehabilitate the landscape at Penn's Landing. An initial planting at the Plaza in front of the

Independence Seaport Museum gave visitors a foretaste of what's to come: vibrant native trees and shrubs, perennials and annuals displayed the rich, four-season approach.

As landscape manager for Interstate Land Management Corporation, Public Landscapes cares for 39 acres that include the cover parks over I-95 at Chestnut, Dock and Spruce Streets. Along Front Street between Pine Street and Pemberton, new plantings of perennials, ornamental grasses and shade trees are almost completed.

On the Schuylkill River side of the city, bids have been opened for relandscaping the East Forecourt of the Philadelphia Museum of Art and for a newly configured main entrance at Kelly Drive. This is a joint

project of the Society, the Fairmount Park Commission and the Philadelphia Museum of Art, with funding for this initial phase from the City of Philadelphia. The Azalea Garden below the Museum has a new signed walking tour, and a master plan for perennials and annuals is underway.

Volunteers helped plant 6,000 annuals and five red maples in Dilworth Plaza in honor of the fifth anniversary of City Hall in Bloom, a project of the Society in cooperation with PNC Bank. Volunteers also keep Ribbons of Gold blooming on medial strips on Spring Garden Street and at Eastern State Penitentiary.

Sun Company and CONRAIL funded further capital improvements to the 26th Street Gateway including the addition of 800 perennials and native grass plugs. For the project Andropogon Associates were awarded an American Institute of Architects award for Design Excellence, the only such award made for public landscapes in this region.

As part of PHS's public landscapes programs, signs were installed at the Azalea Garden to help the visitor understand the plantings and structure of the garden on their walk through. The project was funded through the McLean Contributionship.

Photo by Ira Beckoff



# Shows

## A New Home for the Flower Show

Photo by Ira Beckoff



### **THE PHILADELPHIA FLOWER SHOW**

Pennsylvania Convention Center  
February 25 to March 3, 1996  
Judging and Preview  
February 24

This year's Show was a triumph of careful planning, excellent cooperation from many friends in and around the city, good weather and the exuberant support of our exhibitors and volunteers. The proof was in the ticket sales with a 40% increase over the prior year.

Liddon Pennock, who has been involved with the Show since the '40s and Ed Rendell, Philadelphia's Mayor, kept telling us that '96 would be a huge success, but our apprehensions with the new facility and its location made it hard for the rest of us to enjoy their confidence.

We knew we wanted more space

than we had at the Civic Center, but did we want 10 acres? How would exhibitors, volunteers and visitors find their way to the new facility? Would Flower Show traffic create downtown gridlock?

The years of planning were exhilarating and one by one, as we sorted our way through what seemed insurmountable obstacles, Pennock and Rendell's confidence seemed more realistic. Almost as soon as the floor plan had been distributed to potential major exhibitors, we were out of space; marketplace exhibitors were clamoring at our doors; generous donors and sponsors were lining up to help, and with a few brochures and mailings we easily achieved our goal of adding one third more volunteers, for a total of 3,000.

For our first Show in the downtown location, we chose "This Land is Your Land — Philadelphia in



Renny (left) of Renny, the Perennial Farm, makes adjustments to his Philadelphia Flower Show exhibit. His entry, *The Classicist's Garden*, won the Albert M. Campbell Memorial Trophy awarded for the most successful use of a variety of plants.

traffic reports never had to talk about tie-ups or gridlock near the Convention Center, as they did for past Shows. After the Show, we were gratified to learn that more than 85,000 people took mass transit to the Show.

One of our goals for '96 was the successful initiation of Flower Show Week, designed to encourage Show visitors to enjoy Philadelphia's cultural attractions, stores, restaurants and hotels. Data collected by the Philadelphia Convention and Visitors Bureau and from surveys of Show attendees indicated that more than 115,000 Show visitors came from beyond the Tri-State area and more than 6,000 hotel packages were sold in connection with Flower Show Week.

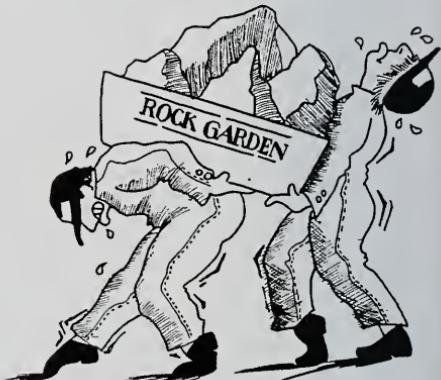
Merchants in the Gallery at Market East and the Reading Terminal were delighted with business that week and they plan to extend their business hours next year to better accommodate Show attendees.

Flower" as our theme; central feature exhibits celebrated Philadelphia's horticultural attractions from the Morris Arboretum to Fairmount Park and John Bartram's House and Garden.

With a theatrical production, performers and lighting specialists have the opportunity to experiment in rehearsals. With a flower show, the first show is the rehearsal, followed by increasingly fine-tuned performances in future years. We were proud of our first rehearsal and invite members to return in future years to enjoy improvements, especially in crowd orientation and exhibit lighting.

Beyond the Convention Center, thanks to the hard work of members of the Philadelphia Police Department and the Center City District, both auto and pedestrian traffic flowed so smoothly that media

Photo by Ira Beckoff



**Top:** Harvest Show visitors take notes on vegetable varieties worth planting for the next growing season. **Bottom:** Enchanted budding botanists at the Junior Show.

## 1995 HARVEST SHOW

The Horticulture Center

Fairmount Park

September 16-17, 1995

"Carnival Thyme," PHS's harvest festivities, occupied the greenhouse complex of the Horticulture Center, as well as a variety of tents, set up to house the Youth Section, an outdoor cafe and a portion of the Marketplace. Despite an extremely hot and dry growing season, we had more than 1,700 horticultural entries out of 2,367 total entries, and the quality was excellent.

Toe-tapping music was provided throughout the weekend by a lively steel band. The band also joined in the daily parade of children complete with colorful, sparkling face masks. Parade members tossed carnival beads and confetti to the cheering onlookers.

The design classes incorporated class titles to emphasize the themes: Fun House, Mardi Gras, Tightrope and Popcorn enticed the creativity of the exhibitors.

The weather was excellent and visitors enjoyed the activities and children's games that took place on the lawns surrounding the greenhouses. A full-size elephant and calf made out of grapevine proved to be the most popular backdrop for photos taken at the Show. Many of the visitors walked the short distance to the Japanese House where the Ikebana and Bonsai were displayed.

Nearly 6,000 visitors attended and a short fun-filled awards presentation ceremony brought the event to a close on Sunday afternoon.



Photos by Ira Beckoff

## 1996 JUNIOR FLOWER SHOW

Memorial Hall (held in conjunction with The Philadelphia County Fair)  
June 4-6

Theme: "Philadelphia in Flower," highlighting Philadelphia's major attractions.

Entries: 30 Challenge Class entries  
820 Horticultural entries  
400 Artistic entries  
1250 Total entries

Participants:

39 Groups (schools, 4-H clubs,  
Scouts, pre-school program)  
26 Individuals



# Moving... We Did It !!!

After four Purge Days, it seemed we could easily have filled a whole city block with our 30 years' accumulation of discarded furniture, paper and other materials. We shared a lot with sister organizations, carted some to our trash to be recycled, and went on our merry way to begin the now pared-down packing. Even the boxes were recycled and sent back to the movers.

Before we moved we visited the new site under construction; the staff was wary. When we finally moved in, the place was transformed: no more hanging wires, exposed flooring or 2x4s. We loved it. In advance, our moving consultant marked out spaces in red and green zones and

Photos by Ira Beckoff





every closet, every office, every filing cabinet had a number, so every box, every desk, every pencil ended up at the right location. And just before we moved a small team of staff landscapers went to the site to plant some container gardens.

Don't let the Tylenol in the final photo fool you. That was just to combat paint fumes on the first day. It's great to be all together in the new building; the time gain has been used to figure out our voice mail, e-mail, and the new computer network. Move over Star Trek; PHS is ready for the millenium.



V O L U N

# You Did It!

If ever we unofficially observed a Year of the Volunteer at the Pennsylvania Horticultural Society, this was it. At the Philadelphia Flower Show alone we counted approximately 3,000 committed people offering their time, incalculable professional skills, tireless energy, good will and good humor.

Many volunteers served on the indispensable planning committees set up two years in advance to ease our move to the Pennsylvania Convention Center for the 1996 Philadelphia Flower Show and the Society's headquarters move this past summer. We worked with volunteers who helped to negotiate real estate leases; who, with staff, designed information systems to ensure ease

of movement for Show visitors; people who arranged for the production and placement of more than 700 signs; who planned for Show awards, which includes everything from enlisting judges from all over the country to ordering ribbons and silver and placing them at the Show's exhibits; and people who judged more than 500 gardens for the City Gardens' Contest on hot, muggy July and August days.

Lawyers, physicians, experienced retailers, office workers, retirees and homemakers, these and others all temporarily abandoned their domains to assist with the hundreds of old and new jobs required for both moves.

Your knowledge, persistence, generosity and indomitable energy are golden and treasured by the staff, members and Show exhibitors alike. Thank you.

Photo by Ira Beckoff

Sallie and Bert Korman have long been enthusiastic volunteers. Here they write personal notes on Azalea Garden Party invitations.



# T E E R S



▲ George Q. Nichols delivers the good news to Council: The Flower Show Preview Dinner, which he chaired, was a huge success in the new ballroom at the Pennsylvania Convention Center.

Photo by Ira Beckoff



Shows designer and director Ed Lindemann confers with Sandy Young, 1996 Flower Show Competitive Class chair and Anne Kellett, member of the Council and Flower Show Executive Committee.



▲ Hotline volunteer Joyce Fingerut also pitched in to label library materials for the move.



▲ Tom and Bonnie Bown, also join the letter writing party to invite people to the Azalea Garden Party benefit to support maintenance at that site throughout the year. Council member Tom Bown also supplied invaluable negotiating skills during lease arrangements for the new PHS headquarters.

Photo by Ira Beckoff

# P

# ublic Relations and Marketing

Marketing the Flower Show took on new meaning this year with expanded sponsorship activities and also with the development of Flower Show Week. PNC Bank, presenting Show sponsor, joined with us again and welcomed Show visitors with 200 banners throughout the Pennsylvania Convention Center area. The new PNC Park on the main Show floor provided a comfortable oasis for weary lost persons; PNC branches throughout Pennsylvania and New Jersey sold 17,000 advance

Flower Show tickets; and Aramark served more than 3,000 Bank customers who visited the PNC Hospitality Suite during Show week.

Mayor Rendell, sporting his floral necktie, jump-started the first annual Flower Show Week celebration with a rousing inaugural press conference at the Convention Center.

By all accounts, Flower Show Week was a rousing success with 34 restaurants, hotels and attractions providing tie-in activities with the Show. Center City District personnel handed out bright purple Flower Show Week Passports with coupons and information to visitors about Citywide activities. Everywhere throughout the downtown area, windows were christened with the festive Flower Show posters and floral interpretations of spring.

Media crews descended on the Show with questions: did you have trouble getting in today; what do you think of the wider aisles; how does the Show compare to past years.

From the *Atlanta Constitution* to the *Washington Post*; ABC to NBC, the Flower Show became the first breath of spring for gardeners throughout the nation. More than 3,500 clippings carried stories on many aspects of the Show with the most prominent headline reading "**Flower Show Move a Success.**" Judging by Show survey statistics, the Show's success was evident because more than 60% of our visitors said they definitely plan to attend in 1997.

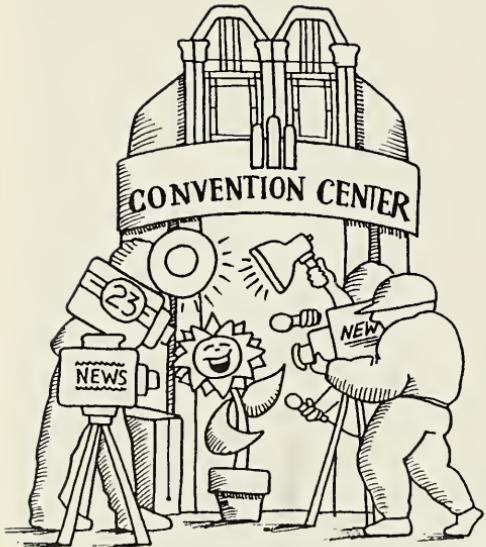


Photo by Ira Beckoff



Kitty Lapp, an 18th Century Garden volunteer for 20 years, showed up regularly during the seasons to prune, plant and divide; neither rain, frost nor 99 degree weather would deter Kitty or the other gardeners from their volunteer duties.

The garden at PHS headquarters has always displayed the passion and exuberance of the volunteers who have tended it. Dedicated by Mrs. Lyndon B. Johnson on June 10, 1966, many of the volunteers in attendance that day continued to work in the garden until the Society moved to its new headquarters in 1996. This garden was as much about forming lasting friendships as plants or gardening.

Each year spectators anxiously waited to see what type of dazzling bulb display PHS had in store for them. Before the last bulb faded they'd discuss what the color scheme for the summer planting would be.

The summer garden of 1995 displayed a soft yellow, lavender and white palette featuring *Dahlia* 'Lemon Tart,' and 'All Triumph'; *Browallia* 'Blue Troll' and *B.* 'White Troll.' Pansies heralded spring in 1996 followed by *Narcissus* 'Cheerfulness' and *Tulipa* 'Blue Aimable' and 'Scotch Lassie.'

As we said farewell to 325 Walnut, the garden brimmed with the bright tones of *Catharanthus*, *Gomphrena*, *Salvia coccinea*, *Caladium* and *Nicotiana*, and it is our pleasure to say thank you to all the volunteers who have worked in the garden for the past 30 years.

# P review Dinner

The Preview Dinner Committee, chaired by George Nichols, anticipated the challenge of moving the Show to the Pennsylvania Convention Center in 1996. Their planning paid off. The Cocktail Party was held on Saturday evening in the beautiful exhibit hall at the Show's new home at the Pennsylvania Convention Center. The increased space allowed for an easy passage through the Show as the 3,200 elegantly bedecked subscribers viewed the Show before it opened to the public on Sunday morning.

The Dinner was fully subscribed and 2,200 guests enjoyed a delicious

dinner prepared on the premises and served in the lovely upstairs Ballroom. During dinner, Mayor Ed Rendell surprised PHS president Jane Pepper when he presented her with the City's Philadelphia Bowl in recognition of the Society's contributions to the City through the Flower Show and Philadelphia Green.

The Preview Dinner welcomed the Cadillac SuperNetwork as a sponsor for the first time. Through their contribution, and those of our guests, the Preview Dinner continues to support the Society's programs throughout Philadelphia.

Mayor Ed Rendell, one of the biggest supporters of the Philadelphia Flower Show's move to the Pennsylvania Convention Center, made an impromptu presentation of the City's Philadelphia Bowl to PHS president Jane G. Pepper at the Show's Preview Dinner.

Photo by Laura Lewis



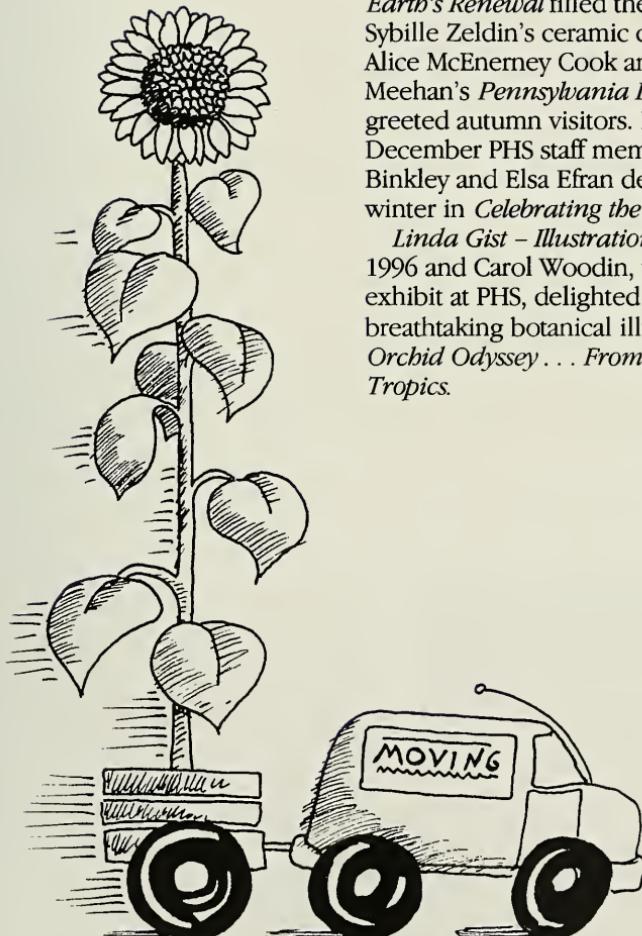
# E xhibits

---

The changing themes of PHS exhibits have delighted visitors and staff over the years. From the whimsical to the beautiful, our exhibits have provided a look at horticulture from every perspective.

During the summer of 1995, *Earth's Renewal* filled the lobby with Sybille Zeldin's ceramic creations. Alice McEnerney Cook and John T. Meehan's *Pennsylvania Landscapes* greeted autumn visitors. In December PHS staff members Duane Binkley and Elsa Efran decorated for winter in *Celebrating the Solstice*.

*Linda Gist - Illustrations* kicked off 1996 and Carol Woodin, the last to exhibit at PHS, delighted us with her breathtaking botanical illustrations in *Orchid Odyssey . . . From Here to the Tropics*.





# We Work Hard and We

Linda Davis, Members Services coordinator pins a gift corsage on Mary Williams, PHS housekeeper, who retired this past spring after three decades of service. Many friends showed up for a rousing send off.



**Clockwise from top:** New members and Flower Show volunteers spent a June evening at PHS's Walnut Street headquarters meeting each other and exploring the Society's resources.

Staff gathered at lunchtime just before the move to reminisce about the "good old days," say goodbye to their home and pin their hopes and dreams for the new site to a ribbon that was carried for a ribbon cutting to the doors of our new headquarters.

The Philadelphia Flower Show family party was held at the beautiful Chanticleer Garden in Wayne.

## *The 1996 Azalea Garden Party*



# Play Hard!



Photos by Ira Beckoff

**Below:** The Azalea Garden Party draws young and old, the elegant and the individualistic style mavens. The delicious buffet table is spread and we have a blast with bands and clowns and good spirits all in a good cause: the Garden's maintenance throughout the year.





# Awards

## PHS Awards

### 1995 Distinguished Achievement Award

*John F. Collins*

### 1995 Certificate of Merit

*Alta Felton*

*Frank N. Kieser*

*Philadelphia Committee of the  
Garden Club of America*

### 1996 Collegiate Scholarship

*Carrie Preston*

*John J. Rimmer*

*Amanda Miller*

## 1996 Flower Show

### *Best in Show:*

Landscape: *Stoney Bank Nurseries*

Floral Design: *American Institute of  
Floral Design*

Academic Educational: *Delaware  
Valley College*

Nonacademic Educational: *Organic  
Gardening Magazine/The Rodale  
Institute Research Center*

Nonprofit Display: *Michael W.  
Bowell, Alvin Rothenberger,  
William Wilson, M.D.*

Hutchie Cummin took a bronze ribbon (Best of Blues) in the container-grown ornamental section at the 1995 Harvest Show for her *Serrisa foetida 'Variegata'* topiary. She intertwined the stems into that heart shape nine years ago.



## **Competitive Class Sweepstakes**

Horticultural Sweepstakes

(Individual): *Mr. & Mrs. Samuel*

*M.V. Hamilton*

Runner-up: *Sylvia Lin*

Horticultural Sweepstakes

(Organization): *Old York Road  
Garden Club*

Runner-up: *Garden Club of  
Wilmington*

Artistic Sweepstakes (Individual):

*W. Eugene Burkhardt, Jr.*

Runner-up: *Jane Godshalk*

Artistic Sweepstakes (Club):

*Wissabickon Garden Club*

Runner-up: *Norristown Garden  
Club*

Competitive Classes Sweepstakes

(Club): *Wissabickon Garden Club*

Runner-up: *Old York Road Garden  
Club*

Grand Sweepstakes (Individual):

*Art Wolk*

Runner-up: *Rosemarie Vassalluzzo*

## **1996 PHS Gold Medal Plant Award**

Four woody plants were commended for their outstanding ornamental and cultural characteristics by the 1996 Gold Medal Award Committee. *Acer triflorum* and *Syringa reticulata 'Ivory Silk'* are trees that fit into the landscape with ease. The maple was chosen for its reliable, vibrant fall color. The tree lilac dots a green summer landscape with large, strongly perfumed blossoms. Two shrubs round out the list: *Ilex verticillata 'Scarlett O'Hara'*, a compact deciduous holly whose red berries will extend your garden's interest into winter. *Ilex × meserveae 'Mesid' Blue Maid™* is the best of the blue hollies, exhibiting abundant fruit set and better heat tolerance than its cousins.



Photo by Ira Beckoff

# C ontributions

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The William Penn Foundation  
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Sun Company, Inc.

These contributors provided generous donations to the development of the Society's new headquarters

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Lorna U. Hauslohner  
The Independence Foundation  
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The Stanley Smith Horticultural Trust

## THE 1827 SOCIETY

Listed below are donors who generously joined this membership category with a minimum gift of \$1,000.

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Miles Gallas, a true flower child, photographed during the City Gardens Contest judging rounds.

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Many hands make light work at the City Hall planting. Often passersby or even the Mayor have been known to join in this annual event to beautify City Hall.

### **CONTRIBUTORS**

Listed below are those contributors whose gifts of money or services were in excess of \$400. Where a couple or company is listed, the gift was in excess of \$600.

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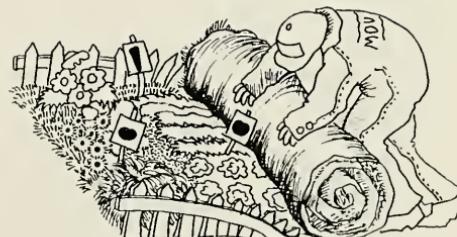
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Joe Palimeno works with crew  
to set up a reflecting pool at  
the Philadelphia Flower Show.  
The Ledden Palimeno Design  
Build Landscape Company's  
exhibit won the Best  
Achievement award for Strong  
Landscape Architectural  
Design and the American  
Horticultural Society Citation  
for horticultural excellence.



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# R eport of the Finance Committee

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The following consolidated statements of net assets, which replace the prior statements of fund balances, reflect the adjustments made to comply with the requirements of the Financial Accounting Standards 116, 117 and 124. These statements also reflect the acquisition of Philadelphia Flower Show, Incorporated, which has been accounted for at historical carrying amounts. All of the above adjustments have been retroactively applied to fiscal 1995.

The following consolidated statements of operating revenues and expenses are shown on a modified cash basis and are not prepared in accordance with generally accepted accounting principles. These are the same statements that are used for internal management reporting and are consistent with those of previous years.

The primary financial statements of The Pennsylvania Horticultural Society are prepared in accordance with generally accepted accounting principles and are audited by the accounting firm of Ernst & Young, LLP. All tax returns and governmental reporting are based upon these statements. Complete, audited financial statements are available for inspection at the Society's office.

We are pleased to report that the Society had a successful fiscal year due to the outstanding success of the 1996 Philadelphia Flower Show. The results from this year will enable the Society to continue to support our greening and public landscapes programs and to add to the Society's endowment.

We are most grateful for the bequests from Jane G. Dreher, George D. Fairborn, and Brenda C. Lyons during this fiscal year.

**CONSOLIDATED STATEMENTS OF  
NET ASSETS**

**Years Ended June 30,  
Restated  
1995**

**Net Assets**

	1996	1995
Unrestricted		
Council-Designated Endowment Fund	\$ 9,740,481	\$ 6,194,830
For use in future operations	6,887,903	6,598,815
Total Unrestricted	16,628,384	12,793,645
Temporarily Restricted	2,026,066	2,969,055
Permanently Restricted	1,370,097	1,187,894
<b>Total Net Assets</b>	<b>\$20,024,547</b>	<b>\$16,950,594</b>

**CONSOLIDATED STATEMENTS OF  
OPERATING REVENUES AND EXPENSES**

**Years Ended June 30,  
Restated  
1995**

**Operating Revenue:**

	1996	1995
Flower/Harvest Shows	\$ 6,696,007	\$3,816,849
Community Greening	1,722,010	1,856,129
Preview Dinner	900,836	736,595
Public Landscapes	338,292	412,911
Educational Services	485,902	434,400
Contributions/Bequests	124,897	140,583
	<b>\$10,267,944</b>	<b>\$7,397,467</b>

**Operating Expenses:**

	1996	1995
Flower/Harvest Shows	\$4,181,392	\$3,126,920
Community Greening	1,795,213	1,844,174
Preview Dinner	374,171	321,093
Public Landscapes	490,297	552,266
Educational Services	1,504,917	1,317,468
Special Projects	100,543	71,593
	<b>\$ 8,446,533</b>	<b>\$7,233,514</b>

	1996	1995
<b>Excess of Revenue over Expenses</b>	<b>\$ 1,821,411</b>	<b>\$ 163,953</b>

# Community Committees

## **OFFICERS & COUNCIL**

### **Officers**

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*Chair\**

J. Liddon Pennock, Jr.  
*Vice-Chair*

Ann L. Reed  
*Vice-Chair*

Herb Clarke  
*Vice-Chair*  
Kathleen G. Putnam  
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Sallie Korman  
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Susan Armstrong  
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Nila G. Befof  
Jack Blandy  
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Iris Brown  
W. Thacher Brown  
Rena Ennis  
Donald L. Felley

A children's parade at the Harvest Show. The children's tent houses their Show entries and hosts a steady stream of ardent pumpkin painters, seed mask makers, apple bobbers and is contiguous to fields where the children run and play through a series of organized horticultural games.





Walter Fisher, Jr.  
Hayward Ford  
Sally Graham, *ex officio*  
Gail Irwin, *ex officio*  
Barbara J. Kaplan  
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Sandy Manthorpe  
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Robert C. Young, M.D.  
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Marc M. Zaharchuk

\*The Chair of Council and the President serve *ex officio* on all committees.

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Photo by Ira Beckoff

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*Co-Chairs*  
Dick & Georgia Doyle,  
*Vice-Chairs*

***Junior Chairs***  
Ira Baeringer & Lisa  
Timon, *Co-Chairs*  
Kristine Coughlan &  
William T. Seed, Jr.,  
*Vice-Chairs*

## GARDEN VOLUNTEERS

Wilma Crane  
Edward A. Doelp  
Lilly Glazer  
Johanna Goedel  
Charles S. Holman, Jr.  
Helen Kaufman  
Kitty Lapp  
Jane A. Newcomer  
Harriett Richards  
Kinnie Schmidt

## FINANCE/PENSION

W. Thacher Brown,  
*Chair*  
Donald L. Felley  
Henry L. Good  
William D. MacDowell  
W. Bruce McConnell 3rd  
J. William Mills  
Kathleen G. Putnam  
Ann L. Reed  
Robert S. Ryan  
Barbara H. Teaford  
Anthony Vale  
Patricia L. Wilson

## FLOWER SHOW

### Executive Committee

Mary Jo Strawbridge,  
*Chair*  
Walter Fisher, Jr.,  
*Vice-Chair*  
Diane Allen  
Jack Blandy  
Thomas H. Bown II  
Richard C. Caldwell  
F. Daniel Cathers  
Herb Clarke  
G. Morris Dorrance, Jr.  
Margo P. Eremus

Betsy Gray  
David Green  
Harry E. Hill  
Mimi McGettigan Kehan  
Anne Kellett  
J. Liddon Pennock, Jr.  
Audrey Pfeilsticker  
Lee M. Raden  
Frank E. Reed  
Bruce Robertson  
Rodney D. Robinson  
Alan Slack  
James B. Straw  
John P. Swan  
Paul Tickle  
Sandra Ward  
John Witmyer  
Thomas E. Wood  
Sandy Young  
Sally Graham, *ex officio*

## Preview Dinner

George Q. Nichols,  
*Chair*  
Robert C. Young,  
*Vice-Chair*  
James Beley  
Lloyd H. Brown  
William B. Chandlee, Jr.  
Cynthia M. Cheston

Gardeners Kinnie Schmidt (left) and Jane Newcomer (right), part of a devoted team of volunteers who helped create the Society's first impression to visitors by planting and maintaining the beautiful Walnut Street gardens for two decades. We'll miss those Wednesday morning volunteers.

Margo P. Eremus  
Roy M. Fairman  
Bobby P. Grace  
Dee R. Hillas  
Janet M. Jones  
Sallie G. Korman  
Charles B. Landreth  
Rosalinda R. Madara  
Bonnie F. McCausland  
Sheila W. McDevitt  
Martha H. Morris  
J. Brien Murphy  
J. Liddon Pennock, Jr.  
Judy Pote  
Kathleen G. Putnam  
Frank E. Reed  
Susan G. Ross  
Mollie D. Slattery  
Keith R. Straw  
Robert C. Wallis  
Cynthia W. & Benjamin  
R. Pierce, *Chairs,  
Associates*  
Els & Peter S. Paine, 3rd,  
*Co-Chairs, Junior  
Patrons*  
Ann & Richard E. Miller,  
*Co-Chairs, Junior  
Patrons*

### **GOLD MEDAL PLANT AWARD EVALUATORS**

Richard Hesselein, *Chair*  
Darrel Apps  
Tom Dilatush  
William H. Frederick, Jr.  
Sheila Gmeiner  
William Heyser  
Steve Hutton  
Richard W. Lighty  
Paul Meyer  
Philip Normandy  
Claire Sawyers  
Charles Zafonte  
Judith Zuk

### **HARVEST SHOW**

Walter Fisher, Jr., *Chair*  
Patricia Fox Feehrer,  
*Vice-Chair*

### **HOTLINE VOLUNTEERS**

Susan Armstrong  
Richard Both\*\*  
Alice Doering\*\*  
Elizabeth Farley

Joyce Fingerut  
Armen Gevjan  
Nancy Greenwood\*\*  
Tam Hartell\*\*  
Louis Hood  
Nat Nelson\*\*  
Elise Payne  
Dot Plyler\*\*  
Lee M. Raden  
Alan Slack\*\*  
Irene Slater\*\*  
John Swan  
Mary Ann Thomas  
Susan P. Wilmerding  
Mary Lou Wolfe  
L. Wilbur Zimmerman\*\*

\*\*indicates more than 10  
years of Hotline service

### **HUMAN RESOURCES**

Nila G. Betof, *Chair*  
Maureen Ginty  
Russell O. Jones  
Kathryn H. Levering  
William J. Murdoch, Jr.  
Jennie K. Schumeyer  
Walter C. Taylor, Jr.  
William L. Walker



Photo by Ira Beckoff

## **JUNIOR FLOWER SHOW**

Larry Stier, *Chair*  
Lenora Ali  
Camille Beyer  
Runa Bhattacharya  
Iris Brown  
Shirley Brown  
Beth Dribben  
JoAnn Fishburn  
Kate Loal  
Sandy Manthorpe  
Ingrid Montgomery  
Maureen O'Hara  
Rita O'Kedas  
Tina Petrone  
Lee Raden  
Nitza Rosario  
Sam Williams  
Sandy Young  
Hayward Ford, *ex officio*

## **LIBRARY**

Martha Morris, *Chair*  
Raul Betancourt, Jr. †  
Joan Z. Brinton  
George R. Clark  
Alice M. Doering  
Elizabeth B. Farley  
George M. Harding  
Kitty Lapp  
Jane Leake  
Elizabeth P. McLean  
Sandra K. Myers  
W. Gary Smith  
L. Wilbur Zimmerman

## **MEMBERS**

Patricia B. Sanders, *Chair*  
Martha Barron  
Richard L. Bitner  
Fran Borie  
Margaret P. Bowditch  
D-J Brosius  
Tina Colehower  
Mary Disston

Perridene S. Duff  
Linda Fisher  
Nancy Greenwood  
Louis Hood  
Barbara Juda  
Margaret Krengel  
Carol McEconomy  
Sylvia Lin  
Melinda Moritz  
Dot Plyler  
Lee M. Raden  
Harriett S. Richards  
Alan P. Slack  
Mary Ann Thomas  
Margaret Wallis  
Phyllis Weisman

## **NOMINATING**

Robert S. Ryan, *Chair*  
W. Thacher Brown  
Sally Graham  
Martha Morris  
Kathleen G. Putnam  
Ann L. Reed  
Mary Jo Strawbridge  
Barbara H. Teaford

## **PHILADELPHIA GREEN ADVISORY**

Hayward Ford, *Chair*  
Lenora Ali  
Clannie Berrian  
Runa Bhattacharya  
Iris Brown  
Shirley Brown  
C. Charles Carmichael  
Denise Clark  
Carmen Delgado  
Florie Dotson  
Gertrude Dyer  
Charlotte Elsner  
Rena Ennis  
Rosina Feldman  
JoAnn Fishburn  
Golde Fitzpatrick  
Acia Gay  
Trudy Gay  
Delmer & Beverly Gill

Rosario Henshaw  
Annie Hyman  
Rasheeda Hyman  
Lenora Jackson-Evans  
Torben Jenk  
Rosalind Johnson  
John Lafley  
Jim LaRosa  
Nanzetta Leavy  
Tom Lederer  
Adam Levine  
Kate Loal  
Dorene Martin  
Dorsha Mason  
Steve Maurer  
Patsy McLaughlin  
Darrin Moletta  
Ingrid Montgomery  
Rita O'Kedas

Eugene Parker, Jr.  
Wyn Postell  
Alice Robertson  
Pearl Romans  
Tomasita Romero  
Alex Soroka  
James Stanley  
Larry Stier  
James Taylor  
Marjorie Thornton  
Gloria Trower  
Sharon Turner  
Vivian Van Story  
Sam Williams  
Barbara Wolf  
Beverly Woods  
Lily Yeh  
Marc Zaharchuk

## **PUBLICATIONS**

Mary Lou Wolfe, *Chair*  
Kathryn Andersen  
Walter G. Chandoha  
Judy Foley  
Charles W. Heuser  
Gene Jackson  
Anthony A. Lyle  
Robert McCracken Peck  
L. Wilbur Zimmerman

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July 1, 1995 through June 30, 1996

Photo by Ira Beckoff



Staff elatedly applauds the news that the William Penn Foundation has awarded a three million dollar grant for community greening projects over a three-year period.

Jane G. Pepper  
President

Jane W. Alling  
Assistant Librarian

Suzanne W. Betts  
Development Manager

Duane Binkley  
Horticultural Intern

Christine N. Blair  
Administrative Assistant

J. Blaine Bonham, Jr.  
Vice President, Programs

Keelyn Bradley  
Administrative Assistant

Lauri Brunton  
Publications Associate

Ramon Burgos  
Clerical Assistant

Jean Byrne  
Publications Director

Janet Carter  
Outreach Coordinator

Sonia Castro  
Administrative Assistant

Inja Coates  
Administrative Assistant

Tracey Cromartie  
Administrative Assistant

Linda Davis  
Members Services  
Coordinator

Luis Diaz  
CDC Intern

Linda Dickerson  
Field Services Coordinator

Ann Domalevicz  
Administrative Secretary

Elsa Efran  
Administrative Assistant

James Engelbart  
Book Conservator

Janet Evans  
Librarian

Denise Flores  
Office Manager

Erin Fournier  
Publications Administrative  
Assistant

Eileen Gallagher Project Manager	Anne Letter Advance Ticket Sales Coordinator	Cindy Perkiss Project Coordinator
John Gannon Executive Assistant to the Vice President	Carol Lindemann Executive Assistant to the President	Tom Petrik Financial Analyst
Jose Garcia Field Services Representative	Ed Lindemann Shows Designer and Director	Susan Phillips Program Manager
Elinor I. Goff Library Aide	Mindy Maslin Outreach Coordinator	Eva Ray Program Services Manager
Eric Goldstein Public Landscape Project Manager	Keith Maurer Shows Operations Coordinator	Claudia Rayer Human Resources Manager
Keith Green Field Intern	Sally McCabe Outreach Coordinator	Shani Risien Receptionist
Michael W. Groman Community Greening Manager	Elizabeth McGill Office Coordinator	Joseph P. Robinson Technical Support Specialist
Ellen Gross Flower Show Special Events & Marketplace Coordinator	Tom McGill Custodian	Maitreyi B. Roy Project Manager
Betsy Gullan Membership Manager	Marge Meer Competitive Classes Coordinator	Patricia Schrieber Outreach Manager
Carl Haefner Project Coordinator	Kathleen Mills Shows Administrative Manager	Na'Teinya (Gigi) Sheppard PR and Marketing Administrative Assistant
Deborah Hall Project Manager	Brenda Miller Project Coordinator	Lisa Stephano Public Relations and Marketing Manager
Paula Holland Administrative Assistant	Thomas Mishler Project Manager	Mark Teller Field Services Manager
Christine Howse Project Coordinator	Michael R. Molloy Finance Director	Clara Troila Receptionist
Mary Anne Hunter CDC Intern	Connie Motto Human Resources Administrative Assistant	Anne Vallery Creative Services Coordinator
Dawn Johns Administrative Assistant	Ann Murray Financial Services Coordinator	Anne Weiss Administrative Assistant
Betsy Johnson Administrative Services Coordinator	Jeffrey Myers Program Manager	Ellen P. Wheeler Preview Dinner Coordinator
Verlene Johnson Project Manager	Sandra K. Myers Cataloger	Veronica Whiten Receptionist
Scott Kerber Public Relations Coordinator	Flossie Narducci Special Events Manager	Mary Williams Housekeeper
Lisa Kishi Marketing Coordinator	Kathryn Newland Public Landscapes Manager	Winfred Young Field Services Representative
Sally Kutyla Members Activities Coordinator	Nancy O'Donnell Project Manager	





The PHS Book Sale, held in conjunction with the Plant Dividend, offers bargains for the home gardener's library.

Photo by Ira Beckoff

The PHS library's biggest challenge was to move 14,000 volumes and other materials safely, efficiently and in order, to facilitate quick and orderly reshelfing at the new site. These moveable carts, which helped to fill three truckloads of library materials, accomplished that.

Photo by Ira Beckoff



